

**WR 1031F: Global Positioning: Introduction to Rhetoric and Professional Communication**  
Fall 2022

**Section: 001**

**Time/Room: Th 12:30-3:30 / UC 1220**

**Instructor: Professor Freeborn**

**Email: Please use OWL Message**

**Office: UC 1426**

**Office hours: Thursday 3:30-5:30 or by appointment**

## **COURSE DESCRIPTION AND OBJECTIVES**

### **Description**

This course introduces students to the rhetorical principles and practices of writing and oral communication in professional contexts. Particular attention is paid to understanding audience, context, and purpose; the grammar of Standard Written English; modes of persuasion; and the negotiation of cultural difference.

Students learn strategies for idea generation, composing a first draft, approaching revision, peer review, and effective editing and proofreading techniques.

### **Learning Objectives**

Upon successful completion of this course, students will have demonstrated the ability to

1. identify and define rhetorical contexts for professional communication;
2. identify, define, and understand 'purpose for writing' within those rhetorical contexts;
3. understand the relationship between context, purpose and audience and how that relationship should shape a message;
4. use that understanding to develop a persuasive argument;
5. generate ideas for a variety of communicative purposes, such as communicating a negative message with positive emphasis;
6. understand basic principles of cross-cultural communication and their significance;
7. understand basic principles of document design and apply them;
8. write cohesive and coherent prose using the grammar and conventions of Standard Written English;
9. identify and correct errors in composition, grammar, and mechanics; and
10. incorporate feedback into revisions.

## **TEXTBOOKS**

1. **Required:** Paul MacRae. *Business and Professional Writing: A Basic Guide*. Second Edition. Broadview Press, 2019.
2. **Required:** Messenger, de Bruyn et al. *The Canadian Writer's Handbook: Second Essentials Edition*. Oxford University Press, 2017.
3. **Required:** Access to the Internet/OWL

## COURSE REQUIREMENTS

Assignment	Value	Deadline
Assignment 1: Negative Message (up to 1000 words)	10%	October 6 (in class)
Assignment 2: Persuasive Message with Visual (up to 1200 words)	25%	November 10 (in class)
Assignment 3: Formal Report exercise (up to 1250 words, excluding front and back matter)	30%	December 8 (in class)
In-class Quizzes (3 x 5%)	15%	Week 3, 6, 9
Final Exam (written during Exam Period)	20%	TBA
<b>Total</b>	<b>100%</b>	

### EXAM

The exam will test the skills that you have developed over the course of the semester in terms of your writing ability (purpose, coherence, cohesion, style, and grammar) and your understanding of the fundamental elements of writing for professional communication as discussed in class and in course readings.

### ASSIGNMENT FORMAT and SUBMISSION

*In this course, you will be required to submit the final version of each of your assignments electronically, through OWL to turnitin.com and provide your instructor with a hard copy in class the day the assignment is due.*

Hard-copy assignments must be typed, double-spaced, and stapled, and they must have your name, course name, section number, and instructor's name on the first page.

When using sources in an assignment, you will follow MLA standards for documentation, detailed in *The Canadian Writer's Handbook*, chapter 37.

Late assignments will receive a penalty of 5% per day, and they will not receive comments. To qualify for an extension, you must have a valid reason and contact your instructor prior to the deadline. Please see the medical accommodation policy below.

If necessary, please submit essays to the English and Writing Studies Department Drop Box outside University College 2401. When submitting your assignment through the drop box, please use a cover sheet including only your instructor's name, your name, and your course and section number (a cover sheet is not necessary for assignments that you give directly to the instructor in class). However, do not fax or email assignments. You must keep copies (electronic, paper, or both) of all assignments submitted.

## ATTENDANCE POLICIES

Attendance at class is required to improve as a writer. Here is the Writing Studies attendance policy for this class:

- You may miss up to three hours (the equivalent of one week of class) of class meetings during the term without explanation. That means that the first three class hours you miss will be recorded as absences but *excused provided you don't miss any more*.
- However, if you miss a total of four to nine class hours (the equivalent of up to three full weeks of class), your final grade will be reduced by 10% (e.g. an earned final grade of 80% will be reported as a final grade of 72).
- If you miss a total of more than nine hours of class meetings (the equivalent of more than three weeks of class meetings) your final grade will be reduced by 15% (e.g. an earned final grade of 80% will be reported as a final grade of 68).

This policy will be waived only for medical or compassionate reasons. If you have good reasons for waiving an absence of one class meeting (e.g., if you've missed three hours, and need or want to miss another class meeting) discuss these reasons with your instructor within one week of that absence. If your absence is extended and prolonged (over one week of continuous non-attendance), then you should discuss it with your academic advisor in your home faculty, who may require documentation. That advisor may then contact all of your instructors. See also: **Medical Accommodation Policy** below.

**Attendance also extends to tardiness.** If you are more than 20 minutes late, you will be penalized an hour of attendance. Please make every effort to be on time as late entry can disrupt the flow of discussion in our class. Early departures from class, which have not been previously arranged with the instructor, will also be counted as an absence. If you leave during the break, you will be docked an hour of attendance.

**Note:** a class meeting missed in order to write a test, exam, or other form of make-up class in another course **will** count as non-attendance, and **will** attract penalties as defined above if applicable. Instructors at the University of Western Ontario **shall not require** a student to write a make-up test or similar at times which conflict with that student's other scheduled class times. If you are asked or "required" to do this, you should immediately contact an academic counsellor in your Dean's office. If you elect to miss a class in order to write such a test, that is **your** choice; your absence will not be excused.

## CLASSROOM POLICY

You will be expected to read the chapters assigned from your textbook before coming to class. I will not summarize the required reading. Instead, I will explain the salient issues arising from a particular chapter. Also, expect intermittent lessons on unassigned topics in response to repeated writing errors.

## EMAIL POLICY

When you contact me using OWL Message, you can expect a response within twenty-four hours. If you email me using Outlook/Western email, you can expect a response within one week. If you email me using a non-UWO account, you will not receive a response. If I foresee that I cannot respond to emails within times listed above, I will post an announcement on OWL. Please keep in

mind that you should use email to arrange appointments, to inform me that you will miss a class, and to ask relatively simple questions (i.e., questions that I can answer in one or two sentences).

## **SCHOLASTIC OFFENCES, INCLUDING PLAGIARISM**

"Scholastic Offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, which can be found here: [http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)"

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage of text from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement currently Western and Turnitin.com (<http://www.turnitin.com>”).

## **ANTIREQUISITES**

The antirequisite for this course is WRIT 2111F/G. You cannot take this course if you have taken WRIT 2111F/G.

## **ACADEMIC ACCOMMODATION**

Senate language requires all requests for accommodation for a grade component of 10% or more to go to academic counselling. That same section, however, allows for (and encourages) instructors to deal directly with accommodation requests for grade components less than 10%. Here's the relevant Senate language:

“Accommodation by Instructor for work worth less than 10% of the overall grade in a course: Instructors are encouraged, in the first instance, to arrange participation requirements and multiple small assignments in such a way as to allow students some flexibility. A student seeking academic accommodation for any work worth less than 10% must contact the instructor or follow the appropriate Department or course specific instructions provided on the course outline.

“In arranging accommodation, instructors will use good judgment and ensure fair treatment for all students. Instructors must indicate on the course outline how they will be dealing with work worth less than 10% of the total course grade. In particular, instructors must indicate whether medical documentation will be required for absences, late assignments or essays, missed tests, laboratory experiments or tutorials, etc. Where medical documentation is required, such documentation must be submitted by the student directly to the appropriate Faculty Academic Counselling/Dean's office, who will make the determination whether accommodation is warranted. Given the University's Official Student Record Information Privacy Policy ([https://www.uwo.ca/univsec/pdf/academic\\_policies/general/privacy.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/general/privacy.pdf)), **instructors may not collect medical documentation.**”

## **MEDICAL ACCOMMODATION POLICY**

“The University recognizes that a student’s ability to meet their academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student’s overall grade in the course shall be granted only in those cases where there is documentation indicating that the student was seriously affected by illness and could not reasonably be expected to meet their academic responsibilities.

“Documentation shall be submitted, as soon as possible, to the appropriate Dean’s office (the Office of the Dean of the student’s Faculty of registration/home Faculty) together with a request for relief specifying the nature of the accommodation being requested. These documents will be retained in the student’s file and will be held in confidence in accordance with the University’s Official Student Record Information Privacy Policy. Once the petition and supporting documents have been received and assessed, appropriate academic accommodation shall be determined by the Dean’s Office in consultation with the student’s instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty. Academic accommodation shall be granted only where the documentation indicates that the onset, duration, and severity of the illness are such that the student could not reasonably be expected to complete their academic responsibilities. (Note—it will not be sufficient to provide documentation indicating simply that the student ‘was seen for a medical reason’ or ‘was ill’.)

“Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner.”

### **Documentation from Family Physicians/Nurse Practitioners and Walk-In Clinics**

A Western Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. An SMC can be downloaded at [http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf).

### **Documentation from Student Health Services**

At the time of illness, students should make an appointment with a physician/nurse practitioner at Student Health Services. During this appointment, request a Student Medical Certificate from the Physician/Nurse Practitioner.

### **Documentation from Hospital Urgent Care Centres or Emergency Departments**

Students should request that an SMC be filled out. Students may bring this form with them, or request alternative Emergency Department documentation. Documentation should be secured at the time of the initial visit to the Emergency Department. Where it is not possible for a student to have an SMC completed by the attending physician, the student must request documentation sufficient to demonstrate that their ability to meet their academic responsibilities was seriously affected.”

**Please note** that individual instructors **will not under any circumstances** accept or read medical

documentation directly offered by a student, whether in support of an application for accommodation on medical grounds or for related reasons (e.g. to explain an absence from class which may result in a grade penalty under an 'Attendance' policy in the course). **All medical documentation must** be submitted to the Academic Counselling or Undergraduate office of a student's home Faculty.

**Students with disabilities work with Accessible Education** (formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here:  
[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/Academic%20Accommodation\\_disabilities.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic%20Accommodation_disabilities.pdf)

**Students who are in emotional/mental distress** should refer to MentalHealth@Western: (<https://www.uwo.ca/health/psych/index.html>) for a complete list of options about how to obtain help. Immediate help in the event of a crisis can be had by phoning 519-661-3030 (during class hours) or 519-433-2023 after class hours and on weekends.

### **Religious Accommodation**

Students should consult the University's list of recognized religious holidays and should give reasonable notice in writing (email), prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the Western Multicultural Calendar.

### **OTHER STUDENT SUPPORT SERVICES**

Registrarial Services <http://www.registrar.uwo.ca>  
Student Support Services <https://student.uwo.ca/psp/heprdweb/?cmd=login>  
Services provided by the USC <http://westernusc.ca/services/>  
Academic Support and Engagement <http://www.sdc.uwo.ca/>

### **INTELLECTUAL PROPERTY AND COPYRIGHT**

All instructor-written materials (e.g. PowerPoints, lecture notes, oral lectures) for this course are created solely for students' personal use within the course, and remain the instructor's intellectual property. Further reproduction, fixation, distribution, transmission, dissemination, communication, or any other uses, without securing the consent of the copyright owner (the course instructor) may be an infringement of copyright. You may not distribute, email, or otherwise communicate these materials to any other person. These limitations extend to recording, photographing, or sharing lectures (online or in-person) and lecture material without permission. Posting the instructor's content from this course to online course sharing sites like OneClass or Course Hero without permission is both an infringement of intellectual property law and a violation of academic integrity guidelines. The instructor will pass these cases on to the Western University Ombudsperson or their Department Chair as appropriate.

### **CLASS MEETING SCHEDULE**

**Week 1**                      Introduction: Writing and Rhetoric in Professional Contexts  
Sept. 8  
**Read:** MacRae Introduction; Chapters 1 and 2

**Week 1**  
Sept. 15

Rhetoric (cont.): Audience and Purpose

**Read:** MacRae Introduction; Chapters 1 and 2

**Week 2**  
Sept. 22

Standard Written English: What is it? Why does it matter?

Writing Clearly: What is copy-editing, and why does it matter?

Introduction to Assignment 1 (Negative Message)

**Read:** MacRae Chapters 2, 3, and 4

**Week 3**  
Sept. 29

Writing Informative, Positive, and Negative Messages

**Read:** MacRae Chapters 7, 8, and 9

**Quiz 1: Parts of Speech**

**Draft of Assignment 1 due in class; peer review**

**Week 4**  
Oct. 6

Writing Informative, Positive, and Negative Messages

**Read:** MacRae Chapters 7, 8, and 9

**Assignment 1 final draft due (10%)**

**Week 5**  
Oct. 13

Writing Persuasive Messages; The Importance of Design (visual rhetoric)

Introduction to Assignment 2 (Persuasive Message with visual)

**Read:** MacRae Chapters 5, 6, and 9

**Week 6**  
Oct. 20

Writing Persuasive Messages

**Read:** MacRae Chapter 9

**Quiz 2: Punctuation**

**Week 7**  
Oct. 27

Cross-Cultural Communication

**Read:** Oxford Handbook, chapter 14

**Draft of Assignment 2 due in class; peer review**

**October 28–November 6: Fall Reading Week: No Classes**

**Week 8**

Writing Proposals and Reports

Nov. 10

Introduction to Assignment 3 (Formal Report)

Review of Common Grammatical Errors

**Read:** MacRae Chapters 17, 18, and 19

**Assignment 2 final draft due (25%)**

**Week 9**

Writing Proposals and Reports and Writing on the Web

Nov. 17

**Read:** MacRae Chapters 14, 17, 18, and 19

**Quiz 3: Editing Exercise**

**Week 10**

Principles of Individual and Group Oral Presentations: An Overview

Nov. 24

**Read:** MacRae Chapters 15 and 16

**Week 11**

**Draft of Assignment 3 due in class; peer review**

Dec. 1

**Week 12**

**Exam Review/Final Comments**

Dec. 8

**Assignment 3 final draft due (30%)**