

**2111F: Introduction to Professional Writing
Fall 2022****Section:** 003**Time/Room:** Wednesdays, 9:30am-12:30pm, UC 1220**Instructor:** Sonia Halpern**Email:** shalpern@uwo.ca**Office:** Lawson Hall 2266**Office Hours:** Mondays,
1:00-2:30pm**Course Description and Objectives**

This course aims to introduce you to the basic grammatical and stylistic principles of good, clear, written English within a specific context. That context is professional writing. You will be introduced as well to basic theories and concepts in professional writing, given opportunities to develop skills applicable to writing in a professional context, and encouraged to read about and apply findings from research in professional writing. Generally, the course aims to help you develop “the ability to communicate information, arguments, and analyses accurately and reliably, orally and in writing, to a range of audiences” (Ontario Council of Academic Vice Presidents’ statement on “University Undergraduate Degree Level Expectations,” December, 2005). More specifically, upon successful completion of this course, you will have demonstrated the ability to

1. identify and define rhetorical contexts for professional communication;
2. identify, define, and understand the 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.

Required Texts

Rentz, Kathryn, Paula Lentz, and Marco Campagna. *Business Communication: A Problem-Solving Approach*. First Canadian edition. Toronto: McGraw-Hill, 2021.

Messenger, de Bruyn, et al. *The Canadian Writer’s Handbook: Second Essentials Edition*. Toronto: Oxford University Press, 2017.

Final Course Grades

Your final grade in the course will be based on your performance in the required work, weighted as shown below.

- In-class quizzes on sentence structure/grammar issues

15%

- Assignment 1: Negative Message with positive emphasis (up to 750 words) 20%
- Assignment 2: Proposal with visual (up to 1200 words) 25%
- Assignment 3: Formal Report with visual (1200-1400 words, excluding front and back matter) 40%
- **Note:** Each of Assignments 1, 2, and 3 includes a preliminary peer-reviewed draft stage. In each week a peer-review session is scheduled, you must bring to class TWO hard-copies (paper) of a preliminary draft of the assignment in question. This draft should be sufficiently complete (in my judgement) to allow you to obtain meaningful comment on it from one or more of your peers. I will ask you to show me your draft in class, during the peer-review session. Failure to attend class with a sufficiently complete draft and/or to participate by reviewing at least one other student's draft **will result in the earned mark for that assignment being reduced by 10%**. So, for example, what would have been an earned mark of 78 for Assignment #3 will have a mark of 70 recorded. **Note** that this penalty will be applied *in addition* to any other applicable penalties (e.g., for late submission). You are required to submit your hard-copy final draft on the due date (see Class Meeting Schedule below) WITH the peer-reviewed draft when they are collected within the first 20 minutes of class.

Attendance policies

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

Electronic Devices:

During all lectures and Peer-Reviews, the use of cell phones, any other potentially disruptive devices, and lap tops for recreational use (web surfing, e-mailing, etc.), is **NOT** permitted in the classroom.

Scholastic Offences, including Plagiarism

The University Senate requires the following statements, and Web site references, to appear on course outlines:

“Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: 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 (see Scholastic Offence Policy as above).

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 between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Antirequisites

The antirequisite for this course is WRIT 1031F/G. You cannot take this course if you have taken WRIT 1031F/G.

Academic Accommodation and Consideration

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: [Academic Accommodation for Students with Disabilities](#).

In this course, all requests for academic consideration must be directed to the Academic Counselling office of the student’s Home Faculty.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons.

For Western University policy on Consideration for Student Absence, see [Policy on Academic Consideration for Student Absences - Undergraduate Students in First Entry Programs](#)

and for the Student Medical Certificate (SMC), see: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, 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](#).

Special Requests (Special Examinations, Incomplete Standing, Aegrotat Standing)

Please refer to the “Information for All Students in a Writing Course” for more detailed information. Briefly, remember that your instructor does not have the discretion to initiate, consider, or grant (or not) such requests; you must go directly to the Dean’s office of your home faculty.

Students who are in emotional/mental distress should refer to Health and Wellness <http://www.uwo.ca/uwocom/mentalhealth/> 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.

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/>

Western University COVID-Related Ground Rules

Masking Guidelines:

Students will be expected to wear triple layer, non-medical, paper masks at all times in the classroom as per University policy and public health directives. Students who are unable to wear a mask must seek formal accommodation through Western Accessible Education, and present medical documentation.

Students are not permitted to eat or drink while in class to ensure masks stay in place. Students will be able to eat and drink outside of the classroom during scheduled breaks.

Students unwilling to wear a mask as stipulated by Western policy and public health directives will be referred to the Dean, and such actions will be considered a violation of the student Code of Conduct.

Course Absences due to Daily COVID Screening Questionnaire:

Missed assessments (e.g., presentations, essays, quizzes, tests, midterms, etc.) require formal academic considerations.

Methods for dealing with missed work and course content are at the discretion of the instructor(s). Students should be aware that some learning outcomes cannot be easily made up

and may need to be completed in a subsequent year. Your instructor will provide you with further information as to how this applies within this course.

Students who demonstrate a pattern of routinely missing coursework due to self-reported COVID symptoms, and therefore do not demonstrate mastery of the learning outcomes of the course, will not receive credit for the course.

Contingency Plan for an In-Person Class Pivoting to 100% Online Learning:

In the event of a COVID-19 resurgence during the course that necessitates the course delivery moving away from face-to-face interaction, all remaining course content will be delivered entirely online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). The grading scheme will not change. Any remaining assessments will also be conducted online as determined by the course instructor. In the event that online learning is required, a stable v1 (2021.09.03) internet connection with working microphone and webcam will be required. As has been the case in the past, the decision to pivot to online learning will be made by Western, and not individual instructors or departments (excepting temporary online instruction in the event of instructor illness).

COVID-Related Regulations Summary:

- Western has both a vaccine and a mask mandate
- Students must complete the symptom checklist every day. Students who are found to be on campus who have not completed the symptom checklist or have failed the daily symptom check will be referred for investigation under the Student Code of Conduct.
- Students are expected to carry their student cards to campus each day in anticipation of spot checks by Building Ambassadors.
- Students not wearing masks will be asked to leave the classroom. Students with accommodations approved by Accessible Education must make arrangements with the instructor before coming to class, lab, practicum or clinical site.
- Eating and drinking is prohibited in the classroom to facilitate proper mask wearing. Individuals found to have attended class without appropriate vaccination, or who are found to have engaged in fraud related to the vaccination policy, will face academic sanctions up to and including expulsion.
- Students who are not fully vaccinated by January 9 2023 and who are not granted an exemption under the policy will be issued a trespass order. Enforcement of this trespass order will be carried out by campus police, and will be accompanied by academic sanctions, including expulsion.
- Please be respectful of your classmates and your instructors at all times, as we navigate re-entry.

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

Sept.-Dec. 2022: Wednesdays 9:30am-12:30pm, UC 1220

Please Note that all Drafts Must be Hard Copies and are Due at the Start (within the First 20 Minutes) of Class

Week One: Sept. 14

**Introduction; Workplace Communication
Rentz, Lentz, and Campagna, Chapters 1 and 5 and Reference Chapter A**

Week Two: Sept. 21

**Audience, Purpose, and Medium
Rentz, Lentz, and Campagna, Chapter 2**

-Assign: Assignment 1 (Negative Messages with Positive Emphasis; up to 1000 words total for both documents/20%) (First Draft Due in Week Five; Final Draft Due in Week Six)

Week Three: Sept. 28

**Goodwill
Rentz, Lentz, and Campagna, Chapter 6

Messenger, Chapters 8 (Verbs) and 15 (Commas)**

Week Four: Oct. 5

***Yom Kippur: No Meeting: See "Resources" for Posted Lecture*
Good-News, Neutral, and Bad-News Messages
Rentz, Lentz, and Campagna, Chapters 8 and 9**

Week Five: Oct. 12

**Good-News, Neutral, and Bad-News Messages
Rentz, Lentz, and Campagna, Chapters 8 and 9, Continued

Messenger, Chapters 16 (Semi-Colons) and 17 (Colons)**

-Due: First Draft of Assignment 1

-Peer-Review Workshop

Week Six: Oct. 19

**Persuasive Messages and Proposals
Rentz, Lentz, and Campagna, Chapter 10**

-Due : Final Draft of Assignment 1

-Assign: Assignment 2 (Unsolicited Internal Proposal; up to 1200 words/25%) (First Draft Due in Week Eight; Final Draft Due in Week Nine)

--Quiz #1 (5%)

Week Seven: Oct. 26

**Document Design
Rentz, Lentz, and Campagna, Chapter 3**

Messenger, Chapters 14 (Diction) and 5 (Modifiers and Construction)

Nov. 2:

**Fall Term Reading Week:
5 p.m., Friday, October 29-midnight, Sunday, November 7**

Week Eight: Nov. 9

**Visuals
Rentz, Lentz, and Campagna, Chapter 4**

-Due: First Draft of Assignment 2

-Peer Review

-Assign: Assignment 3 (Internal Formal Report; 1200-1400 words excluding front and back matter/40%) (First Draft Due in Week Eleven; Final Draft Due in Week 12)

Week Nine: Nov. 16

**Communicating Across Cultures; Researching and Writing Reports
Rentz, Lentz, and Campagna, Chapters 7 and 11**

-Due: Final Draft of Assignment 2

-Quiz #2 (10%)

Week Ten: Nov. 23

**Researching and Writing Reports
Rentz, Lentz, and Campagna, Chapters 11 and 12**

Week Eleven: Nov. 30

**Employment Communications
Rentz, Lentz, and Campagna, Chapter 15**

-Due: First Draft of Assignment 3

-Peer Review

Week Twelve: Dec. 7

Researching and Writing Reports
Rentz, Lentz, and Campagna, Chapters 11 and 12

Due: Final Draft of Assignment 3