

**2111G: Introduction to Professional Writing
Winter 2023****Section:** 002**Time/Room:** Tu. 9:30-12:30, SSC – 2020**Instructor:** Prof. Marielle Ayles**Office:** 1425 UC**Office hours:** TU 12:30-2:30 + appointments on-campus Mon- Wed.

Email: maylen@uwo.ca – I generally respond within 24 hours during the week, and within 48 hours on weekends. *Note that all communications must use UWO accounts, and grades and assignments cannot be submitted through email (only OWL).*

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%
Missed quizzes receive zero unless accommodated by the Academic Advisor of your faculty (i.e., work under 10%)
- Assignment 1: Negative Message with positive emphasis 20%
(up to 1000 words)
- Assignment 2: Proposal with visual 25%
(up to 1200 words)
- Assignment 3: Formal Report with visual 40%
(1200-1400 words, excluding front and back matter)
- **Note:** Assignments 1, 2, and 3 include a preliminary peer-reviewed draft stage. In each week a peer-review session is scheduled, you must submit a draft in Dropbox *prior to the start of the workshop*. This draft should be sufficiently complete (in my judgement) to allow you to obtain meaningful comment 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., late submission).

Submitting Assignments

Missed quizzes receive zero unless accommodated. See Academic Accommodation and Consideration below. **The quiz itself represents work under 10% but the missed hour(s) can contribute to a potential deduction of 10-15% to the final grade.**

Workshop drafts must be submitted in Dropbox prior to the start of the workshop. Failure to submit a complete draft and/or to participate in peer reviews results in a 10% deduction on the final draft.

Final drafts of Assignments 1-3 must be submitted through Turnitin.com under the Assignments tab. **Late submissions receive deductions of 2.5%/day (including weekends)**, in addition to other penalties (i.e., workshop deductions noted above).

****Draft and final versions of assignments submitted through email will not be accepted.***

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).

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.

These policies 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 to miss additional time) discuss the reasons with your instructor one week prior to that absence. If your absence reaches 3 hours and/or 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.

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.

require the submission of documentation to the Academic Advisor for your faculty.

Additional Feedback and Grade Review

I provide substantial feedback on the assignments and in final comments. If you have questions, I am happy to answer them (my aim is to see students improve as writers). If you have questions about the marks, **wait one week to contact me**. During that time, reread the assignment instructions, grading rubric and my comments. These steps will lead to a more productive exchange.

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>).

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.

Antirequisites

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