

2111G: Writing in the World: Introduction to Professional Writing
Distance Studies: Winter 2023/Section # 654 ONLINE**Instructor:** Prof. Marielle Aylen**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.

Course Requirements and Grade Allocations

Assignment #1: Negative messages 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%
Sentence Grammar/Structure Test (online on Owl site)	15%

Course Policies

Assignment Format

All assignments must be typed and conform to the assignment format. Do not use a cover page; these are particularly unnecessary for online submissions. When using sources in a paper, you will be expected to follow MLA, APA, or Chicago citation practice. See Rentz, Lentz, and Campagna, Reference Chapter B, and *The Canadian Writer's Handbook: Second Essentials Edition*, Appendix B.

Submitting Assignments:

Final drafts of Assignments are due under the Assignments tab on the dates specified on the schedule below. Late papers will be penalized at 2.5% per day (including weekends) unless I have permitted an extension of the due date. You must contact me ahead of time for an extension and provide a suitable reason (see also **Medical Accommodation Policy**, below). Our class week runs from Monday to Sunday, so assignments for a particular week are due by Sunday (mid)night, Eastern Standard Time, unless otherwise stated.

Important: 1) you are responsible for keeping a copy of all assignments you submit; 2) assignments submitted through email will not be accepted.

Procedure for Assignment Submission

Under policies adopted by Writing Studies, final drafts of all assignments in 2100-level writing courses must be submitted through Turnitin.com (see **Scholastic Offences, including Plagiarism**, below). Consequently, you will find **Turnitin** submission links for each assignment. You will upload your final version of each assignment through its link, as a single **Word** (.doc or .docx extension) file,* titled to identify you as author (see instructions under the Assignments tab). Your graded assignment, with comments, will be returned to you in the same format, through OWL.

Attendance/Participation (please note posting requirements)

Obviously, we do not meet formally as a class in a Distance Studies course. Therefore, attendance and participation on the Discussion Board are intertwined. While Distance Studies classes are generally asynchronous, they are not correspondence or self-paced. You must attend class (defined as logging into our OWL section) and participate by introducing yourself and posting questions and thoughts during the first week and by posting in subsequent weeks when there is a discussion topic as indicated on this syllabus. This means at least three separate posts during each of those weeks (a week is defined for this purpose as running from Monday to Sunday), at least one of which must be a reply/response to another student and at least one of which must be a 'new' post. Extended absences, defined as a failure to post into the OWL classroom for more than

five consecutive days, must be coordinated with the instructor *ahead of that week's Forum*. *Note: posts cannot be submitted retroactively* because there is no audience to read them (i.e., Forums are the equivalent of on-campus lecture discussions).

Postings on the Discussion Board must have the following characteristics:

- Must contribute something meaningful to the board;
- Must support your opinion with sufficient reasons or evidence;
- Must display good grammar and organization.

Postings should not:

- Contain disrespectful, insulting, or offensive language;
- Be excessively long or excessively short;
- Be unrelated to the week's topic;
- Say things that do not contribute anything, e.g. "I agree with you" or "nice comment";
- Be too general, e.g., your post content is strong, and your language is clear."

Note: Attendance as defined in this section is **mandatory** in this course. Failure to meet the minimum posting requirements as defined above for any week where there is Discussion will result in your earned final grade in this course being reduced by 3%. That penalty is cumulative to a maximum of five weeks. Failure to meet the minimum posting requirements for **five or more weeks where there is Discussion** will result in your earned final grade being reduced by 15%.

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 them with your instructor one week prior to the 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.

Campus Questionnaire and Attendance: Absences that follow from the daily campus questionnaire do not automatically give students permission to miss class and/or assignments. Missed assessments (e.g., essays, quizzes, etc.) require formal academic consideration and might

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.

Antirequisites

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