

Writing 1035A**Writing with Purpose: Introduction to Effective Professional and Academic Communication**

Fall 2026

Course Description and Objectives/Outcomes

This non-essay survey course will introduce students to basic principles and practices of purposeful, clear written and oral communication as they apply across a wide variety of professional and academic contexts and genres. Particular attention will be given to understanding what goes into effective scholarly, workplace, legal, scientific, healthcare, technical, and AI writing.

Students who successfully complete Writing 1035 should be able to do the following:

- Write and speak with a greater degree of clarity, confidence, and competence to different kinds of readers and listeners, across multiple real-world genres and contexts
- Understand the important relationship between context, purpose, and audience and how knowledge of that relationship should shape any message
- Understand the key differences between informative and persuasive rhetoric and apply that understanding to the task of creating and/or revising various document types, across multiple contexts
- Understand basic principles and application of visual rhetoric
- Find and assess source materials, integrating them into written assignments both ethically and correctly, using appropriate citation and documentation
- Understand and apply basic principles of cross-cultural communication

Required Texts

Bullock, Richard, et al. *A Norton Collection for Composition*, Series 2. W.W. Norton, 2026. [ebook bundle]

This collection is available via an access code you can purchase through the Western Bookstore:

https://bookstore.uwo.ca/textbook-search?campus=UWO&term=W2026A&courses%5B0%5D=001_UW/WRI1035A [Textbook cost: \$54.00 for 180-day ebook bundle access]

Note: The weekly assigned readings are curated for you and linked on our course Brightspace site; just click on the “Weekly Readings and Exercises” widget from the homepage, then follow to the module for each week. There are sometimes also (optional) “Norton InQuizitive for Writers” exercises to accompany the weekly readings. These are included as part of your ebook access.

Course Requirements

In-class lecture and reading content quizzes (Best 5 of 6 @ 12% each)	60%
In-Person Final Exam	40%

Note: Students are responsible for checking the course OWL site (<https://westernu.brightspace.com/>) regularly for news and updates. This is the primary method by which information will be disseminated to all students in the class. If students need assistance with the course OWL site, they can seek support on the [OWL Brightspace Help](#) page. Alternatively, they can contact the Western Technology Services Helpdesk. They can be contacted by phone at 519-661-3800 or ext. 83800.

Attendance and Participation

It should go without saying that attendance at class is required to improve as a writer and communicator. The most successful classrooms have students and instructors equally engaged in thinking about and discussing the readings, assignments, and weekly topics. **To that end, you are expected to complete the assigned readings each week, and it is also your responsibility to ensure you sign the attendance sheet at lecture.**

Here is the Writing Studies attendance policy:

- If you miss **nine unexcused hours of class** (the equivalent of up to three full weeks of class), your final grade will be reduced by 10 marks (e.g. an earned final grade of 80% will be reduced to a final grade of 70%; a grade of 70% will be reduced to 60%).
- If you miss a **total of more than nine unexcused hours of class** (the equivalent of more than three weeks of class meetings) your final grade will be reduced by 15 marks (e.g. an earned final grade of 80% will be reduced to a final grade of 65; a final grade of 70 will be reduced to 55).

This policy will be waived only if you have either undocumented or documented academic consideration. You may only use the undocumented consideration option once each term. If your absence is extended and prolonged (over one week of continuous non-attendance), then you must discuss it with your academic advisor in your home faculty and submit documentation to support your request for academic consideration. (See Academic Consideration 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.

Scholastic Offences, including Plagiarism

All essays and assignments must be written **in your own words**. Whenever you take an idea or a passage of text from another author, you **must** acknowledge this debt by using quotation marks where appropriate and by proper referencing of all quotation, paraphrase, and summary via in-text citations. **Please note that plagiarism also includes double submission: submitting work from one course for credit in another without written permission from both instructors.** Plagiarism is a major academic offence. Scholastic offences such as plagiarism are taken very seriously and attended by academic penalties that may include expulsion from the program. You may read the appropriate policy on what constitutes a scholastic offence by following this link:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_offences.pdf#Policy

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>.

A Very Important Note on the Use of AI: In this course, the use of AI (such as automatic translation tools, grammar checkers, ChatGPT...) is prohibited, unless there has been discussion with and agreement by the instructor before beginning an assignment. If AI use is suspected, the instructor will ask for research notes, rough drafts, essay outlines, and/or other materials used in preparing assignments. Students are expected to retain these materials until after final grades have been entered. In the event of concerns being raised about the authenticity of any assignment, students may be asked to produce these materials; an inability to do so may weigh heavily against them.

Prerequisite Checking

Ensuring you have the correct prerequisite(s) is your responsibility. The following notation articulates the Senate regulation with respect to the student needing to be responsible for ensuring that course prerequisites have been completed successfully or special permission from the Dean obtained:

“Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.”

Academic Consideration Policy

University policy on academic considerations is described [here](#). This policy requires that all requests for academic considerations must be accompanied by a self-attestation.

Please note that any academic considerations granted in this course will be determined by the instructor, in consultation with the academic advisors in your Faculty of Registration, in accordance with information presented in this course outline.

For procedures on how to submit Academic Consideration requests through the Student Absence Portal, please see the information posted on the Office of the Registrar’s webpage: https://registrar.uwo.ca/academics/academic_considerations/index.html

All requests for Academic Consideration must be made within 48 hours after the assessment date or submission deadline.

All academic consideration requests must include supporting documentation, which may include a Student Medical Certificate. Recognizing that formal documentation may not be available in some extenuating circumstances, the policy allows students to make one Academic Consideration request **without supporting documentation** in this course. **However, the following assessments are excluded from this, and therefore always require formal supporting documentation:**

- **In-class quizzes:** Because only five of the six in-class quizzes get counted in the calculation of the final course grade, the instructor reserves the right to deny academic consideration for these missed elements. Should extenuating circumstances arise, students do not need to request Academic Consideration for the first missed quiz/assignment. Academic consideration requests will be denied for the first missed quiz.

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

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.

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.

Statement on Gender-based Sexual Violence

Western [is committed to reducing incidents of gender-based and sexual violence](#) and providing compassionate support to anyone who has gone through these traumatic events. If you are experiencing or have experienced GBSV (either recently or in the past), you will find information about support services for survivors, including emergency contacts at the following website:

<https://www.uwo.ca/health/studentsupport/survivorsupport/get-help.html>. To connect with a case manager or set up an appointment, please contact support@uwo.ca.

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 <https://academicsupport.uwo.ca/index.html>

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.

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.

Lecture, Reading, and Assignment Schedule

Date	Lecture Focus Online Exercises, In-class Quizzes	Readings

Sep. 9	Introduction to the course/syllabus	Syllabus posted to Brightspace
Sep. 16	The Writing Process: Assessing and Responding to Rhetorical Situations InQuizitive: How to use InQuizitive; Rhetorical Situations	Norton Field Guide [NFG]: Ch. 7-11 (pg. 71-90), Ch. 27-34 (pg. 321-76) Everyone's an Author [EA]: Ch. 3 (pg. 31-8), Ch. 4 (pg. 39-50), Ch. 9 (pg. 110-23) Let's Talk [LT]: Ch.8 (pg. 110-23)
Sep. 23	Academic Writing: Argument InQuizitive: Elements of Argument; Thesis Statements In-class Quiz 1	NFG: Ch. 1-4 (pg. 1-51), Ch. 15 (pg. 170-95), Ch. 38 (399-416) EA: Ch. 20-22 (pg. 410-83) LT: Ch. 9 (pg. 125-55)
Sep. 30	National Day for Truth and Reconciliation (Non-instructional day: no class)	
Oct. 7	Academic Writing: Research InQuizitive: Finding Sources; Evaluating Sources; Fact-checking Sources; Integrating Sources; Synthesizing Sources In-class Quiz 2	NFG: Ch. 47-53 (pg. 471-541) EA: Ch. 23-31 (pg. 484-577) LT: Ch. 16-21 (pg. 306-76)
Fall Reading Week		
Oct. 21	Writing in the Workplace: Professional Communication	NFG: Ch. 14 (pg. 146-69), Ch. 21 (pg. 257-69) EA: Bonus Ebook Ch. A., Ch. 19 (pg. 378-95) LT: Ch. 12 (pg. 205-34)
Oct. 28	Professional Communication (cont.) In-class Quiz 3	
Nov. 4	Oral Communication: Speeches and Presentations	NFG: Ch. 59 (pg. 659-69) EA: Ch. 40 (pg. 822-35) LT: Ch. 24 (pg. 478-91), Ch. 31 (pg. 578-93)
Nov. 11	Writing and Design: Visual Rhetoric InQuizitive: Visual Rhetoric In-class Quiz 4	NFG: Ch. 56-8 (pg. 637-58) EA: Ch. 38 (pg. 780-99) LT: Ch. 27 (pg. 526-36), Ch. 28 (pg. 537-45)
Nov. 18	Writing Across Disciplines: Scientific and Technical Communication In-class Quiz 5	NFG: Ch. 24-6 (pg. 291-319) EA: Bonus Ebook Ch. D
Nov. 25	Writing Across Disciplines: Forensic and Healthcare Communication In-class Quiz 6	

Dec. 2	Writing and Generative AI	NFG: Ch. 6 (pg. 61-9) EA: Ch. 8 (pg. 97-107). Ch. 11 (pg. 137-50), Ch. 39 (pg. 800-21) LT: Ch. 7 (pg. 98-107), Ch. 30 (pg. 566-77)
Dec. 9	Wrap-up (and catch-up?) Exam Review	