



2111F: Writing in the World: Introduction to Professional Writing Section: 652

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, Marco Campagna, and Carleigh Brady. *Business Communication: A Problem-Solving Approach*. Second Canadian edition. Toronto: McGraw-Hill, 2024.

This textbook costs between \$69.00 (180-day rental) and \$122.35 (paperback). This edition is required.

Messenger, William E., Jan de Bruyn, Judy Brown. *The Canadian Writer's Handbook: Third Essentials Edition*. Toronto: Oxford University Press, 2023.

This textbook costs between \$20.00 (180-day rental) and \$50.99 (paperback). This edition is preferred, but earlier editions will work for reference, even though page numbers won't line up with the course materials.

Course Requirements and Grade Allocations

Assignment #1: Negative messages with positive emphasis
(600–800 words)

20%

**Assignment #2: Formal report with visual
(1300–1500 words, excluding front and back matter)**

40%

Final Examination (in person)

40%

Course Policies

Assignment Format

All assignments are to be electronic (typed) documents and must have your name, course name, section number, and instructor's name on the first page. 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, Campagna, and Brady, Reference Chapter B, and *The Canadian Writer's Handbook: Third Essentials Edition*, Chapter 36, sections a–c.

Submitting Assignments

Assignments are due on the dates specified in the syllabus. Late papers will be penalized at 5% per day and will not receive comments 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 **Academic Accommodation**, 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. All term work must be completed by the last day of classes. Any term work not submitted by the last day of classes will receive a grade of zero without official academic accommodation. Important: you are responsible for keeping a copy of all assignments you submit.

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). You do not need to create a separate Turnitin account. When you submit the final draft of your assignment to Brightspace, it will automatically go to Turnitin. 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. Your graded assignment, with comments, will be returned to you in the same format, through Brightspace.

***Note:** PDF or other read-only formats and compressed/zipped files are not acceptable. Please note also that Turnitin will not accept more than a single file submission. In other words, do not try to submit an assignment twice or in parts as two or more files. Also note that when I access your original uploaded Word file; typically any formatting errors (etc.) which show in the Turnitin preview function will not appear on your uploaded file.

Attendance/Participation (please note posting requirements)

We do not meet formally as a class in an online course. Therefore, attendance and participation on the Discussion Board are intertwined. While online classes are generally asynchronous, they are not 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 (by participating in each week's set discussion topic) in subsequent weeks where a Discussion topic is indicated on this syllabus. You must post at least three separate times during each of those weeks (a week is defined for this purpose as running from Monday to Sunday). At least one post must respond to another student, and at least one post must start a new thread with a new topic. Typically, students will post two responses and start one new thread, but you are free to start two new threads and to post one response. Extended absences, defined as a failure to post into the Brightspace classroom for more than five consecutive days, must be coordinated with the

instructor. You must receive either undocumented or documented academic consideration in order to be accommodated for missed posts. You may only use the undocumented consideration option once each term. If you face an extended and prolonged absence 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.)

Each posting on the Discussion Board must have the following characteristics:

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

Postings should not

- contain disrespectful, insulting, or offensive language;
- be excessively long or excessively short (under 100 words);
- be unrelated to the week's topic; or
- be only perfunctory or generic (e.g. "I agree with you" or "nice comment").

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 when the forum is active 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%.

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.

Final Examination

The final exam will take place during the December Exam period. **No aids or electronic devices (including cell phones and smart watches) are permitted for the final exam.**

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, which can be found here: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_offences.pdf#Policy.

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>.”

AI Policy

In this course, the use of AI (such as automatic translation tools, grammar checkers, ChatGPT) is prohibited, unless the instructor has consented to such use before you begin an assignment. If AI use is suspected, the instructor will ask for research notes, rough drafts, essay outlines, or other materials used in preparing assignments. Students are expected to retain these materials until after final grades have been entered. In the unlikely 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.

Antirequisites

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

Academic Accommodation

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 exception and therefore always require formal supporting documentation:

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

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.

Statement on Gender-based Sexual Violence

Western University [is committed to reducing incidents of gender-based and sexual violence](#) (GBSV) and providing compassionate support to anyone who is going through or 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>

SPEC(ial Examinations), INC(omplete Standing), Or AEG(rotat Standing)

All requests must be initiated in and with the Office of the Dean of the student's home faculty, using a form provided by that office. Any arrangements will require the eventual approval and signatures of the course instructor and the Director/Writing Studies.

PLEASE NOTE: Individual instructors **do not have** discretion to initiate these procedures or grant these requests; consequently, please do not approach your instructor on these matters prior to initiating your request in your Dean's office, as she or he will simply direct you to proceed as outlined above. Arrangements for Special Examinations must ordinarily be made BEFORE the beginning of the final examination period.

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.