

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

Distance Studies / Fall 2019 / Section 653

Instructor: Professor Freeborn

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 relTf10 g0 G{abou)9(t)327n7 Tm0 g12 0 612 792 reWa2 792 reW*nBT/F4 11.04 Tf1 0 0 1 200.57 568.66 Tm0 g0

Instructor postings on section Sakai site.

Course Requirements and Grade Allocations

Diagnostic Paper: Audience Analysis (up to 500 words)	Ungraded
Assignment #1: Negative Message with positive emphasis (up to 1000 words)	20%
Assignment #2: Persuasive Message with visual (up to 1200 words)	25%
Assignment #3: Formal Report (up to 1250 words, excluding front and back matter)	40%
Sentence Grammar/Structure Test (on Sakai)	15%

Course Policies

Assignment Format

All assignments are to be typed and double-spaced, 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

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 Sakai section) and participate by introducing yourself, and posting questions and thoughts during the first week, and by posting (by participating in a given week's set discussion topic) in subsequent weeks where there is a Discussion topic as indicated on this syllabus. This means at least three separate posts

Writing Positive and Negative Messages

- Robin basic principles of
- The concept of
- The ways in which can be used to good rhetorical effect
- When and why to use
- Some criteria for effective visuals

Read: Locker/Findlay, Chapter 4

Assignment #1 due 5 p.m., Friday Week 6.

Assignment #2: (Persuasive Message w/ visual; up to 1200 words/25%) due Friday Week Nine.

Unit/Week Seven (Monday October 21 to Friday October 25)

Writing Persuasive Messages

Objectives:

Through this Unit's readings, you should be familiar with the following topics:

- The primary and secondary purposes of persuasive messages
- Choosing a persuasive strategy: direct or indirect?
- Analyzing another persuasive rhetorical situation:

Read: Locker/Findlay Chapter 9 and

Read: Locker/Findlay, Chapters 10 and 11; Assignment Case: Cross-Cultural Negotiation: Americans Negotiating a Contract in China (in Create