

**2111F/G: Writing in the World: Introduction to Professional Writing**

**Distance Studies; 654 Online**

**Instructor: Dr. Tom Cull**

**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,

Instructor postings on section Sakai site.

### **Course Requirements and Grade Allocations**

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







### Unit/Week Three

#### Writing Clearly Written English

##### *Objectives:*

- To encourage you to develop a critical self-awareness of your writing practice
- To understand the distinction between grammatical ‘conventions’ and ‘rules’
- To understand the notion of ‘Standard Written English’
- To articulate some basic revision principles answering the question “How can I ensure that my document as a whole will clearly communicate my intended message?”

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## 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 pe



**Overview of Issues in Cross-Cultural Communication; Brief Introduction to Assignment #3: Final Assignment: A Formal Report**

***Objectives:***

Through this Unit's readings, you should be familiar with the following topics:  
The concept of 'cultural difference' and its significance for communication  
The importance of recognizing cultural variations  
Cultural context as part of the rhetorical context of any message  
Mapping 'difference' in cultural context: six key categories  
Defining 'cultures' as high- or low-context  
The importance of a clear sense of 'purpose' in Assignment #3

***Read:***

Guidelines for content and organization in letters of application  
Tone in letters of application

**Read: Locker/Findlay, Chapter 13**

***Discussion Topic: Find an ad for a job in either a print source or online for which you more or less qualify now. Read the ad carefully and list the specific skills and employee attributes sought by the employer, ranking them from most to least important. Make a list of your specific present skills, education, and personal qualities that might be relevant and attempt to match the two lists. Use this as a basis to discuss strategies you could use to respond to the ad, maximizing your strengths and legitimately (without being deceptive!)***