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## WRITING 1031F

### Global Positioning: Introduction to Rhetoric and Professional Communication FALL 2021

SECTION: 001  
TIME/LOCATION: Th 12:30-3:30 / UC 1220  
PROFESSOR: Tim Freeborn

EMAIL: Please use OWL Message  
OFFICE: UC 1426  
OFFICE HOURS: Thurs. 10:30-12:30  
or by appointment

#### COURSE DESCRIPTION AND OBJECTIVES

##### DESCRIPTION

This course introduces students to the rhetorical principles and practices of writing and oral communication in professional contexts. Particular attention is paid to understanding audience, context and purpose; the grammar of Standard Written English; modes of persuasion; and the negotiation of cultural difference.

Students learn strategies for idea generation, composing a first draft, approaching revision, peer review and effective editing and proofreading techniques.

##### LEARNING OBJECTIVES

Upon successful completion of this course, students will have demonstrated the ability to

1. identify and define rhetorical contexts for professional communication;
2. identify, define, and understand purpose for writing within those rhetorical contexts;
3. understand the relationship between context, purpose and audience and how that relationship 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.

##### TEXTBOOKS

1. Required: Paul MacRae, *Business and Professional Writing: A Basic Guide*, Second Edition. Broadview Press, 2019.
2. Required: Messenger, de Bruyn et al., *The Canadian Writer's Handbook: Second Essentials Edition*. Oxford University Press, 2017.
3. Required: Access to the Internet/OWL

**COURSE REQUIREMENTS**

Method of Evaluation

Grade Value

Deadline

**Academic Integrity Unit**

All students are required to enroll in and complete the Centre for Teaching and Learning's Academic Integrity Unit.

on the first page. However, do not fax or email assignments. You must submit copies (electronic, paper, or both) of all assignments submitted.

#### Attendance Policies

Attendance at class is required to improve as a writer. Here is the Writing Studies attendance policy for this class:

- ¥ You may miss up to three hours (the equivalent of one week of class) of class meetings during the term without explanation. That means that the first three class hours you miss will be recorded as unexcused absences provided you do not miss any more.
- ¥ However, if you miss a total of four to nine class hours (the equivalent of up to three full weeks of class), your final grade will be reduced by 10% (e.g. an earned final grade of 80% will be reported as a final grade of 72).
- ¥ If you miss a total of more than nine hours of class meetings (the equivalent of more than





Quiz 1: Parts of Speech

Week 5  
Oct. 7

Writing Informative, Positive, and Negative Messages

Read MacRae Chapters 7, 8, and 9

Draft of Assignment 1 due in-class: peer review

Week 6  
Oct. 14

Writing Persuasive Messages; The Importance of Design (visual rhetoric)

Introduction to Assignment 2 (Persuasive Message with visual)

Read MacRae Chapters 5, 6, and 9

Assignment 1 final draft due (10%)

Quiz 2: Punctuation

Week 7  
Oct. 21

Writing Persuasive Messages

Read MacRae Chapter 9

Week 8  
Oct. 28

Cross-Cultural Communication

Read Oxford Handbook, chapter 14

Draft of Assignment 2 due in-class: peer review

October 29–November 7: Fall Reading Week: No Classes

Week 9  
Nov. 11

Writing Proposals and Reports

Introduction to Assignment 3 (Formal Report)

Review of Common Grammatical Errors

Read MacRae Chapters 17, 18, and 19

Assignment 2 final draft due (25%)

Quiz 3: Editing Exercise

Week 10  
Nov. 18

Writing Proposals and Reports and Writing on the Web

Read MacRae Chapters 14, 17, 18, and 19

Week 11  
Nov. 25

Principles of Individual and Group Oral Presentations: An Overview

Read MacRae Chapters 15 and 16

Draft of Assignment 3 due in-class: peer review

Week 12  
Dec. 2

Exam Review/Final Comments

Assignment 3 final draft due (30%)