

WRITING 1031F – Distance Studies

Global Positioning: Introduction to Rhetoric and Professional Communication

Fall 2023

Section 650

COURSE DESCRIPTION AND OBJECTIVES

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, and effective revision, editing and proofreading techniques.

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

- identify and define rhetorical contexts for professional communication;
- understand the relationship between context, purpose and audience and how that relationship should shape a message;!
- use that understanding to develop persuasive messages;!
- generate ideas for a variety of communicative purposes, such as communicating a negative message with positive emphasis;"
- understand the basic principles of writing formal reports and apply them;!
- understand the basic principles of cross-cultural communication and their significance;!
- understand the basic principles of document design and apply them;"
- understand the basic principles of designing individual and group oral presentations! "
- write cohesive and coherent prose using the grammar and conventions of Standard Written English;
- identify and correct errors in composition, grammar, and mechanics; and "
- incorporate feedback into revisions.

TEXTBOOKS: Required

MacRae, Paul. *Business and Professional Writing: A Basic Guide*. Second Canadian Edition. Peterborough: Broadview, 2019.

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COURSE REQUIREMENTS

Assignment 1: Negative Message (up to 1000 words)	10%
Assignment 2: Persuasive Message with Visual (up to 1200 words)	25%
Assignment 3: Formal Report Exercise (up to 1250 words, excluding front and back matter)	30%
**Sentence Grammar/Structure Quizzes (3 x 5%)	15%
**Final Exam (to be written during Exam Period)	20%

*See also 'Attendance/Participation' below.

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The exam will test the skills that you have developed over the course of the semester in terms of your writing ability (purpose, coherence, cohesion, style, and grammar) and your understanding of the fundamental elements of writing for professional communication as discussed in class and in course readings.

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request acceptable to me (see also the policy section ‘Academic Consideration and Accommodation below). Important: you are responsible for keeping an electronic copy of all assignments you submit.

Test 1, 2, and 3 must be written during the weeks specified on the syllabus Schedule. I will communicate the procedure and the time for these in advance during term. As noted in the policy section ‘Academic Consideration and Accommodation’ below, if you miss a Test you may elect to contact me directly to see if we can agree informally to arrange a make-up.

Under policies adopted by Writing Studies, final drafts of all assignments in first-year and 2100-level Writing courses must be submitted through Turnitin.com (see Scholastic Offences, including Plagiarism below). Consequently, you will find Turnitin submission links for each of Assignments 1 to 3. 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 Sakai.

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Senate language requires all requests for accommodation for a grade component of to go to academic counselling. That same section, however, allows for (and encourages) instructors to deal directly with accommodation requests for grade components less than 10%. Here's the relevant Senate language:

Instructors are encouraged, in the first instance, to arrange participation requirements and multiple small assignments in such a way as to allow students some flexibility. A student seeking academic accommodation for any work worth less than 10% must contact the instructor or follow the appropriate Department or course specific instructions provided on the course outline. In arranging accommodation, instructors will use good judgment and ensure fair treatment for all students. Instructors must indicate on the course outline how they will be dealing with work worth less than 10% of the total course grade. In particular, instructors must indicate whether medical documentation will be required for absences, late assignments or essays, missed tests, laboratory experiments or tutorials, etc. Where medical documentation is required, such documentation must be submitted by the student directly to the appropriate Faculty Academic Counselling/Dean's office, who will make the determination whether accommodation is warranted. Given the University's Official Student Record Information Privacy Policy, https://www.uwo.ca/univsec/pdf/academic_policies/general/privacy.pdf),

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If you miss completing and submitting one or more of the three scheduled Quizzes (5% each) you may consult directly with me – as soon as possible within one week of the quiz date in question – to discuss making up the missed Quiz. I will decide whether directly to allow you to write a make-up quiz or to refer you to academic counselling to seek formal accommodation.

The other assignments in this course are worth 10% or more and are therefore covered by the university's official 'Medical Accommodation Policy.'

“The University recognizes that a student's ability to meet their academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes.

The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation indicating that the student was seriously affected by illness and could not reasonably be expected to meet their academic responsibilities.

Documentation shall be submitted, as soon as possible, to the appropriate Dean's office (the Office of the Dean of the student's Faculty of registration/home Faculty) together with a request for relief specifying the nature of the accommodation being requested. These documents will be retained in the student's file and will be held in confidence in accordance with the University's Official Student Record Information Privacy Policy. Once the petition and supporting documents have been received and assessed, appropriate academic accommodation shall be determined by the Dean's Office in consultation with the student's instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty. Academic accommodation shall be granted only where the documentation indicates that the onset, duration, and severity of the illness are such that the student could not reasonably be expected to complete their academic responsibilities. (Note – it will not be sufficient to provide documentation indicating simply that the student “was seen for a medical reason” or “was ill.”)

Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner.”

A Western Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. An SMC can be downloaded at https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf

At the time of illness, students should make an appointment with a physician/nurse practitioner at Student Health Services. During this appointment, request a Student Medical Certificate from the Physician/Nurse Practitioner.

Students should request that an SMC be filled out. Students may bring this form with them, or request alternative Emergency Department documentation. Documentation should be secured at the time of the initial visit to the Emergency Department. Where it is not possible for a student to have an SMC completed by the attending physician, the student must request documentation sufficient to demonstrate that their ability to meet their academic responsibilities was seriously affected.”

that individual instructors accept
or read medical documentation directly offered by a student, whether in support of
an application for accommodation on medical grounds or for related reasons (e.g.

