

Spring 2017
Professional and Technical Writing
English 3405-03W

T/R 5:30 a.m. to 6:45 p.m. (TLC 1109)

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Office Hours: T/R: 9:30 a.m. to 11:00 a.m. & 2:00 p.m. to 3:30 p.m.
W: 10:00 a.m. to 1:00 p.m. (in the Writing Center)
And by appointment

Required Texts

- *The Business Writer's Handbook Ninth Edition*. Gerald J. Alred, Charles T. Brusaw, and Walter E. Oliu, authors. Bedford/St. Martins. ISBN: 978031243612-4 (Older editions acceptable)
(Abbreviated as *BWH* in Course Calendar)
- *The Essentials of Technical Communication*. 3rd Edition. Elizabeth Tebeaux and Sam Dragga, authors. Oxford UP. ISBN: 978-0-19-93799-6 (Online version acceptable)
(Abbreviated as *ETC* in Course Calendar)

Course Description

Increasingly, employers rank communication skills as essential to career advancement, with “about half of private employers and over 60% of state government employers” asserting that “writing skills impact promotion decisions.” Others estimate that writing remediation costs employers as much as 3.1 billion dollars annually (National Commission on Writing, 2004, 2005). With this “writing proficiency crisis” in mind, English 3405 will familiarize students with rhetorical strategies and writing forms required for diverse technical and professional situations. Students will learn to analyze the communication goals of today’s high-technology industries, the audiences within those industries, and the documents produced by their professionals.

Emphasizing the planning, revising, and editing processes, this course will then instruct students how to construct appropriate written communications to accommodate workplace needs. Further, material covered in this course will equip students to edit and adapt their own writing skills to protocols and expectations within the ever-changing media landscape. This course offers intensive practice in composing powerful, audience-driven documents for a variety of private, non-private, and intercultural organizations.

Finally, students will learn to craft effective presentations supported with appropriate documentary and visual aids as they collaborate with peers on technical research and reporting projects.

Course Goals

- Students will develop the rhetorical acumen and composing skills needed to prepare a variety of documents required in common business and technical writing contexts.
- Students will learn teamwork and collaborative authorship skills.
- Students will develop real-world problem-solving techniques.
- Students will understand and practice the scrupulous attention to detail necessary in a business and technical writing environment.
- Students will become aware of techniques for adapting their writing to the demands of a highly audience-driven, context-sensitive field.
- Students will develop techniques for making effective business presentations to individuals and groups.
- Students will understand and appreciate internationally and culturally diverse styles of business communication.

Program Goals

- This course fulfills one of the departmental requirements for the completion of the English major and the English major with Secondary Education.
- Students will develop the analytical, oral and written skills to pursue graduate study or careers in teaching, writing, business, and a variety of other fields.

DSC Goals

- This course is a writing intensive class; therefore the goals, aims, and premises for the Discipline Specific Writing Curriculum Program will be included as part of our academic core standards. Expect that you will engage in both writing to learn (formal and informal) and writing to communicate exercises as part of your coursework.
- For the specifics of DSC, visit their website:
<http://www.westga.edu/dsw/>

General Topics and Assignments

- Each project's information sheet with full details on protocols, due dates, etc. will be posted on CourseDen.

Assessment

- Individual coursework (95%):

» Portfolio assignments (20 %): students will draft, revise, and edit a variety of prototype documents during the course of the semester. For the portfolio, students will create a new series of documents based upon those prototypes for a company, organization, or institution fabricated to coincide with their own career area. A separate listing of these items will be made available as we move into the semester.

» Weekly Reading Quizzes/In Class Assignments (ICAs) (15 %): each week you will be asked to complete one or more written activities directly related to our planned discussions and readings. Many of these will be taken either from our texts or the companion website to *The Business Writer's Handbook* or *The Essentials of Technical Communication*.

Expect a reading quiz each day material from our texts is assigned on the course calendar—these grades will be folded into your weekly lab grade.

» Three Formal Memos (30%): students will write two separate memos consisting of ethical and technical analyses and one formal proposal memo.

» Oral Report (10%): students will present on a research topic selected and assigned by the professor.

» Major Individual Project (20 %): generate, revise, and edit a recommendation report. There will be several “deliverables” within this project, and each component of our course study should be included in this assignment, from analyzing the raw data of initial reports to formulating the aesthetics of the final product. A separate link will provide details on this.

- Class Participation: (5 %)

- Grading

» While many of our documents will be composed apart from the standard essay model, and I will provide rubrics for those assignments, your writing projects will nonetheless be graded according to the English Department's grading criteria for 2000-level and above courses. Please visit the link on the Department's website for details: <http://www.westga.edu/~engdept/fr/Ruby.doc>

Policies

- The Department of English and Philosophy defines plagiarism as taking personal credit for the words and ideas of others as they are presented in electronic, print, and verbal sources. The Department expects that students will accurately credit sources in all assignments. An equally dishonest practice is fabricating sources or facts; it is another form of misrepresenting the truth. Plagiarism is grounds for failing this course. For further information see: <http://www.westga.edu/~engdept/Plagiarism/index.html> or The Faculty Handbook, sections 207 and 208.0401: <http://www.westga.edu/~vpaa/handrev/> or the Student Uncatalogue “Rights and Responsibilities,” Appendix J: <http://www.westga.edu/~handbook/index.php>
- ***Excessive Collaboration:*** Students in this course should demonstrate the ability to produce *independent writing* (writing without collaborative assistance of peers, writing tutors, or professionals in the field) that shows a level of competency. Although classroom activities and out-of-class

assignments may highlight collaborative learning and collaborative research, *excessive collaboration* (collaboration that results in the loss of a student's voice/style and original claims to course-related work) is considered another form of academic dishonesty and therefore any assignment discovered to have been constructed in this manner will receive a grade of "F."

- ***Recycled Papers/Work:*** Turning in papers written for other professors or courses is not permitted; projects deemed as such will receive an automatic "F."
- ***Attendance:*** For classes that meet twice a week, a student is allowed three absences. Upon the fourth absence, the student's grade will revert to a "D." Upon the fifth absence, the student will receive an "F" for the course. Be aware that no distinction exists between excused and unexcused absences.

Disruptive Behavior

Albeit rarely, I find conduct issues do arise and therefore must take precedence when outlining my expectations for your behavior during the course. So, here is my policy: Students will be dismissed from any class meeting at which they exhibit behavior that disrupts the learning environment of others. Such behavior includes but is not restricted to: arriving late for class, allowing cell phones to ring, incessant chatter, speaking disrespectfully to the instructor and/or other students, sleeping during class, checking email or surfing the Web, texting, or using/viewing personal and/or video devices.

Each dismissal will count as an absence and be applied toward the attendance-requirement policy as outlined above. Additionally, no personal electronic device may be located in your hand, upon your person, or on your desktop at any time during the class—unless previously approved by me. Stow your electronics in your bags for the duration.

NB: In order to discourage the disruptions that accompany late arrivals, I will deduct ½ an absence for each day that a student is 5 minutes tardy; after 15 minutes, a student will be counted as absent.

- ***Late work:*** No late work will be accepted. I accept electronic submissions only as specified.
- ***Communication:*** This semester I am available for consultation during my posted office hours. Should you need to email me directly, please use the address listed above. Keep in mind that if we are to confer, you must have directed, specific questions to pose; I cannot address your papers, projects or assignments in a general sense. As per University policy, I can only communicate with you via your "My UWG" account.
- ***Special Needs:*** I pledge to do my best to work with the University to provide all students with equal access to my classes and materials, regardless of special needs, temporary or permanent disability, special needs related to pregnancy, etc. Students with documented special needs may expect accommodation in relation to classroom accessibility, special test administration, etc. If you have a registered disability that will require accommodation, please see me at the beginning of the semester. If you have a disability that you have not registered with the University, please contact Dr. Ann Phillips in Parker Hall 272.

- **Miscellaneous:** While the syllabus and course calendar have been meticulously planned, there may be times that I find it necessary, based upon the needs of our own class, to tweak or modify them. Be aware that it is your responsibility to stay abreast of the changes to the reading and/or assignment schedule.
 - Each student is expected to participate actively and constructively in class discussions, as well as show up prepared for class by completing the assigned reading and writing assignments.

Common Language for Course Syllabi:

Please carefully review the information at the following link, for it contains important information about your rights and responsibilities in this course:

http://www.westga.edu/assets/Dept/vpaa/Common_Language_for_Course_Syllabi.pdf.

Important Dates:

January 7-11: Open Drop Period ends Wednesday, January 11 at 4:00 p.m.

January 7-12: Open Add Period ends Thursday, January 12 at 4:00 p.m.

March 2: Last day to withdraw with a grade of “W” by midnight.

March 20-24: Spring Break—no classes.

Confidential Discussions

The Board of Regents, the governing body for the University System of Georgia, recently passed new rules regarding sexual misconduct and its reporting. (It’s called BOR 4.1.7 Sexual Misconduct Policy, link [here](#).) As of July 1, 2016, **all faculty and staff must promptly and fully report complaints of or information regarding sexual misconduct to the Title IX Coordinator on campus.** Here is the UWG [Title IX website](#).

What this means is that I cannot guarantee confidentiality if you come to me and tell me about an instance of sexual misconduct. I must report. However, the following locations and individuals can offer confidential support, and I strongly encourage you to talk to them. I can help you contact these places, too.

(This one is not confidential, but you should have it)
UNIVERSITY POLICE 678-839-6000
 (96000 on campus)

COUNSELING CENTER Counseling Center
 Location: 123 Row Hall
 Office Hours: Monday-Friday, 8:00 AM-5:00 PM

	Tel: (678) 839-6428 (after hours call UWG Police) Email: counseling@westga.edu
<u>HEALTH SERVICES</u> 678-839-6452	<u>PATIENT /VICTIM ADVOCATES</u> 678-839-0641; 678-839-5338 (after hours 678-839-6000)

Spring 2017 Course Calendar
English 3405-03W: Professional & Technical Writing

Books must be brought to class every day—no exceptions:

The Essentials of Technical Communication: ETC

Business Writer's Handbook: BWH

Date	Topic	Reading Assignments (Complete before class)	Assignment In-class activities (ICA)	Assignment Due
Week One: Introduction				
T 1/10	Introduction to course, syllabus, etc.			
R 1/12		“Gobbledygook” (pdf. in CourseDen) “Rhetorical Analysis for Professional Documents” (pdf. in CourseDen)	ICA	
Drop period: 1/7 – 1/11				
Week Two: Grammar Brush-up & The Writing Process				
T 1/17		Business English for Success: Chapter 1: Writing Basics Business Communication for Success:	ICA: Quiz on grammar	

		Chapter 1: Effective Business Communication		
Add period: 1/7 -- 1/12				
Students are required to have all textbooks and materials before the third class session				
R 1/19	Introduction to technical writing	<i>ETC:</i> Chapter 1 & <i>BWH:</i> "Five Steps to Successful Writing" (following the preface), and the following entries: <u>memos</u> , <u>proofreading</u> , and <u>writing a draft</u>		
Week Three: Ethics & Business Writing Style				
1/24 T	Ethics	<i>ETC:</i> Chapter 3 & Santa Clara University's Framework for Ethical Decision Making Video: What is Business Ethics? Video: Five Ways to Think Ethically	ICA: Ethics Case	
1/26 R	Audience, purpose	<i>ETC:</i> Chapter 2 & <i>BWH:</i> <u>business writing style</u> and all cross-references	ICA	
Week Four: Professional Communication & Technologies				
1/31 T	Style; mechanics questions	<i>ETC:</i> Chapter 4 Video: Executive Communication & Business Writing	ICA	
2/2 R		<i>BWH:</i> <u>e-mail</u> , <u>selecting the medium</u> , <u>Web design</u> , and <u>writing for the Web</u>		Ethics Case Memo Due
Week Five: Routine and Non-Routine Correspondence				
2/7 T	Correspondence	<i>ETC:</i> Chapter 7		
2/9 R		<i>BWH:</i> <u>correspondence</u> , <u>inquiries and responses</u> , <u>acknowledgment letters</u> , <u>adjustment letters</u> , and <u>cover letters</u> , <u>refusal letters</u> (and cross-references not assigned earlier), <u>collection letters</u> ,	ICA	

		<u>reference letters, sales letters, international correspondence</u>		
Week Six: Design & Visuals				
2/14 T	Document Design & Graphics	<i>ETC:</i> Chapter 5 & <i>BWH:</i> <u>layout and design, formal reports, headings, and visuals</u> (and cross-references not assigned earlier)	ICA	
2/16 R		<i>ETC:</i> Chapter 6		
Week Seven: Job Search & Application/Cover Letters				
2/21 T	Resumes, application letters	<i>ETC:</i> Chapter 12	Application letter & résumé	
2/23 R			ICA: Workshop	Skill Set Inventory: http://www.kent.ac.uk/careers/sk/skillsinventory.html Job Competencies http://www.kent.ac.uk/careers/compet/skillquest.htm Job Skills Checklist http://owl.english.purdue.edu/owl/resource/626/1/
Week Eight: Job Search & Application/Cover Letters (cont.)				
2/28 T		<i>BWH:</i> <u>job search</u> (and cross-references not assigned earlier), <u>application letter</u> and <u>résumé</u>	ICA: Workshop	
3/2 R Withdrawal				

Period Ends 4:00 p.m.: Last day to withdraw from classes without academic penalty				
Week Nine: Instructions & Policies				
3/7 T	Instructions, Procedures, & Policies	<i>ETC:</i> Chapter 10		
3/9 R				Portfolio due today
Week Ten: Formal Reports				
3/14 T	Reports	<i>ETC:</i> Chapter 8		
3/16 R				
3/20 – 3/24 No classes: Spring Break	Week Respite			
Week Eleven: Formal Reports (cont.)				
3/28 T	Recommendat ion reports	<i>BWH:</i> <u>formal reports, organization, and research</u>		
3/30 R				
Week Twelve: Proposals & Progress Reports				

4/4 T	Proposals & Progress Reports	<i>ETC:</i> Chapter 9		
4/6 R		<i>BWH:</i> <u>proposals</u> <i>BWH:</i> <u>progress report</u>		2-page report analysis due today
Week Thirteen: Organizational Strategies & Methods of Development and More on Language				
4/11 T	Methods of Development & Definition & Description			
4/13 R		Using Figurative Language	ICA	Proposal memo to instructor due today
Week Fourteen: Intercultural & International Business Communication and Oral Presentations				
4/18 T		Business Communication for Success: Chapter 18: Intercultural & International Business Communication	ICA	
4/20 R	Oral Reports	<i>ETC:</i> Chapter 11 <i>BWH:</i> <u>presentations</u>		
Week Fifteen: Oral Presentations				
4/25 T			Oral Reports	
4/27 R Last day of regular classes			Oral Reports	
Finals Week				
5/9 T				Recommendation Report due today

Grade Determination:

Participation	5%
Quizzes & ICAs	15%
Ethics Case Memo	10%
Portfolio (Printed & Bound)	20%
2-page analysis of EIS report	10%
Proposal (to write your recommendation report)	10%
Oral Report (Research)	10%
Recommendation Report (Printed & Bound)	<u>20%</u>
Total	100%