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ENG 5260-001 Communication in Science and Technical Organizations

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CMN/ENG 5260: Communication in Science & Technical Organizations SPRING 2021 | (3 credit hours)

Instructors: Ms. Shelly Spear

Dr. Claudia Janssen Danyi

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Office T: 11 a.m.-12 p.m.

T: 3-4:30 p.m.

hours: W: 12-2 p.m.

Th: 10-11:30 a.m.

Th: 11 a.m.-12 p.m.

F: 3-4 p.m.

(zoom: <https://eiu.zoom.us/j/6012592598>)

Course Description

This graduate course looks beyond academic writing to the types of communication professionals use in their careers. The course will introduce students to practices and principles of audience-centered communication within organizational settings. The applied and strategic nature of this communication will be emphasized throughout the course, and students will learn to communicate scientific and technical information to internal and external stakeholders. Thus, the broad content areas covered in the class will include organizational communication, professional writing, technical writing, and public relations. Because this course is required for master's students in the Sustainable Energy program, the major projects for this course will focus primarily on energy and environmental communication.

By the end of the semester, you should be able to

1. Understand and apply core principles used by experienced professionals when writing or speaking in the workplace;
2. Understand and apply the communication processes—such as public relations and crisis communication—in organizational environments;
3. Develop strategies for communicating effectively with teams, stakeholders, and clients; and
4. Apply principles and theories from the course to hypothetical and client-based projects, mostly drawn from the energy and environmental sectors.

Texts for this Class

- *Writing in the Sciences*, 3rd edition (Penrose)
- *Business and Professional Communication in the Global Workplace* (Goodall, Goodall & Schiefelbein)
- Articles posted on D2L

Assignments:

Reflections and preparatory assignments (10% of semester grade): Reflections and preparatory assignments will prepare you for in-class discussions and major projects. Reflections and preparatory assignments will be graded based on completeness and evidence of critical thinking.

Weekly writing/presentation assignments (20% of semester grade): In these brief assignments, you will apply the material we have learned in class to an assigned project or case. These assignments will be evaluated based on the criteria established for the assignment.

In-class participation (10% of semester grade): This grade will be determined based on your active participation in class discussions, small group work, and in-class activities.

Environmental advocacy project (20% of semester grade): For this project, you will work in teams of three to develop a project that could be carried out by EIU to improve the campus's environmental impact. You will write a proposal to someone at EIU who could implement the project you propose.

Final project and presentation (25% of semester grade for the written component; 15% of semester grade for presentation): You will choose a final project from a range of choices. As part of this project, you will write a case study, grant proposal, or another document. You will then present your project in a formal presentation to the class.

Grading Scale:

900-1000	A
800-899	B
700-799	C
600-699	D

As noted in the graduate catalog, grades A and B reflect the necessary level of competence for graduate credit.

Due Dates:

- *Reading assignments, weekly writing/presentation assignments, reflections, and preparatory assignments* will be due **at the beginning of class time** so you are prepared for the work we will do in class. Late work is generally not accepted.
- Then environmental advocacy proposal and final project will be due on the dates/times listed on the syllabus.

Please contact us in advance of assignment due dates if you have conflicts/problems and appropriate documentation may be required.

Class use of Desire2Learn (D2L):

Most course materials will be available via D2L. We may make additional materials available to you during the week, so please check D2L regularly throughout the workweek.

Most assignments in this class will be turned in via D2L. If you do not know how to use D2L or some of its features, please come to our office hours for assistance.

When possible, emails to instructors should be sent via D2L email. If you are sending a large attachment or a document via Google Drive, you may email us.

Absences:

Prompt and regular attendance is expected. Because of the COVID pandemic, however, please do not attend class if you experience any symptoms (even if mild) or have been in close contact with someone who has COVID until tested. If you must miss a class, please contact us. We meet once a week in a condensed period of time, and if you can let us know in advance of an anticipated absence, it is helpful in terms of making other arrangements.

Academic Integrity:

You are, of course, held to the highest standards of academic integrity. Any instance of plagiarism will result (at minimum) in 0 points for the assignment and a report to the Office of Student Standards. Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct (<http://www.eiu.edu/judicial/studentconductcode.php>). Violations will be reported to the Office of Student Standards

Writing Center:

Students who would like assistance with writing assignments from this or any other course may go to the Writing Center. The Writing Center works with students from all disciplines, majors, and academic backgrounds at any stage of the writing process. To make an appointment, call (217) 581-5929, or go to Coleman Hall, Room 3110.

The Student Success Center:

Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center (www.eiu.edu/~success) for assistance with time management, test-taking, note-taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696 or go to 9th Street Hall, Room 1302.

Information for students with disabilities:

If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by Ninth Street Hall, Room 2006, or call 217-581-6583 to make an appointment.

Tentative Schedule

Weekly content & assignments will be shared on D2L

Week	Date	Topics	Deadlines
1	Jan 11	Introduction to the class Basics of human communication: What is communication?	Reading
2	Jan 18	Overview of Professional Writing Principles	Reading
3	Jan 25	Communication and Organization Writing internal documents	Reflection #1 due, reading
4	Feb 1	Organizational environments and audiences Communicating with external, non-specialist audiences	Mapping stakeholders assignment, reading
5	Feb 8	Effective Advocacy Campaigns; Group Decision-Making	Technical definition assignment, reading
6	Feb 15	Group Decision-Making (cont);	Discuss three environmental advocacy campaigns, reading
7	Feb 22	Ethics in communication, Understanding and fostering legitimacy (and reputation)	Analysis of team meeting assignment, reading
8	Mar 1	Communicating via social media; Writing reports	Reading
9	Mar 8	Presentation Workshop	Reading, Team presentations
10	Mar 22	Grant Writing.	Analysis of individual presentation
11	Mar 29	Grant Writing/Interviewing	Environmental Advocacy Project
12	Apr 5	Interviewing/Crisis Communication	
13	Apr 12	Crisis Communication	Crisis scenario homework, reading
14	Apr 19	Crisis Communication	Paper draft/extended outline due
15	Apr 26	Final Presentations	Written final project due
16	May 3	Final Presentations	