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ENG 2760-600: Introduction to Professional Writing

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Eastern Illinois University

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ENG 2760-600: Intro to Professional Writing (3.0 Credit Hours)

Professor: Dr. Donna Binns

Virtual Office Hours: Available **electronically** through Zoom Mondays 5:00 pm—7:00 pm; TR 5:00pm—6:00 pm; Schedule with Dr. Binns through e-mail.

E-mail: djbinns@eiu.edu

English Department Phone Number: 217-581-2428

Course Description: Introduction to the principles and practices of writing in professional settings. Students will complete case-based and/or client-based projects in multiple genres and media. Course will also address ethical communication, document design, intercultural/global communication, collaboration, basic copyediting, and presentation. WC

Course Objectives: English 2760 introduces the principles and practices of communication in professional settings. In this course, you will learn and then apply professional communication concepts. Specifically, by the end of the semester, you will be asked to demonstrate the following objectives:

1. Use effective communication strategies, including appropriate research techniques, to solve hypothetical and real-world problems (i.e., critical thinking and problem solving) (CT/WR/SL)
2. Adapt general professional writing principles (related to content, organization, and tone) to specific audiences, purposes, and contexts—including online and global contexts (CT/WR/SL/RC)
3. Use revision and editing strategies to improve your own and others' writing (WR)
4. Use basic principles of effective visual and document design
5. Use effective collaborative strategies to create a positive work environment (CT 1 / SL 2–3, 7 / RC 1–2)
6. Demonstrate understanding of basic ethical and legal considerations related to professional communication (RC-2)
7. Demonstrate college- and professional-level writing produced through the process of prewriting, drafting, revising, editing, and proofreading (WR)

Required Texts & Materials:

Successful Writing at Work Concise 4th Edition

Writing That Works: Communicating Effectively on the Job 13th Edition

Active EIU e-mail account and Internet Access to EIU's D2L Online Course Delivery System

Recent Version of Microsoft Word (Office 365 available at no charge to EIU students)

Course Requirements: In this class, you will complete several writing assignments of various lengths. You will have required submission dates and receive points for meeting deadlines and completing the assignment fully and effectively under "Daily Work." You will also complete several "Writing Assignments" (Complaint Letter, "Bad News" Letter, Website & Social Media Proposal, and Promotional Materials) that allow you to apply course reading as you create professional documents. Some projects may overlap somewhat, but such practice is not unusual in professional communication. **Make certain that you read the "News" messages from Dr.**

Binns. They may include reminders for upcoming assignments, schedule changes, if needed, and/or other class news.

Daily Work & Participation: There will be a substantial amount of online daily work through D2L (such as peer responses as well as class and online discussion posts) during the semester. These activities will receive grades based upon an Online Discussion rubric. Peer Responses will be graded based upon the Online Peer Response rubric. Read the directions for each discussion or peer response post closely so that you don't miss any aspects of the assignment. Dr. Binns will assign peer responses based upon drafts turned in by the posted peer response deadlines, so students who submit late drafts may not be included in peer response assignments. More details for each discussion topic, such as specific discussion questions, will be posted with instructions from Dr. Binns on the Discussion Board at least one day prior to the discussion thread. Students must follow the EIU Netiquette guidelines that are posted under "Content" in D2L.

Deadlines: Due dates for D2L posts and assignments are listed on the course syllabus.

- Reading responses and other discussion posts must be submitted by the 11:59 p.m. on the date listed on the syllabus.
- Unless otherwise noted, assignments listed in bold on the syllabus must be submitted by the end of the day (11:59 p.m.) on the date listed. **Each missed assignment deadline will reduce the assignment grade by 10 % per day. Students must complete all Writing Assignments and the Final Portfolio to be eligible to pass the class.**

Course Grade: Your final course grade will be determined by the following:

Daily Work	20%
Writing Assignments	40%
Final Portfolio	40%

A= 90% to 100%

B= 80% to 89%

C= 70% to 79%

D= 60% to 69%

F= 0% to 59%

Plagiarism: 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. In accordance with English Department and University policies, "Any teacher who discovers an act of plagiarism—"The appropriation or imitation of the language, ideas, and/or thoughts of another author, and representation as one's original work" (Random House Dictionary of the English Language)—has the right and responsibility to impose upon the guilty student an appropriate penalty up to and including immediate assignment of the grade of F for the assigned essay and a grade of F for the course."

The best argument against plagiarism is that you cheat yourself out of the education you are here to obtain when you copy someone else's work. If you believe that a specific instance in your writing might constitute plagiarism, please consult me prior to turning in the final draft.

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. If you do not live in the Charleston, IL, area, you may contact them by phone.

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, text 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. This service is unavailable if you are not within commuting distance to Charleston, IL, however.

Contacting Dr. Binns: You may contact Dr. Binns through Panthermail at (djbinns@eiu.edu) or arrange an appointment. **E-mail Dr. Binns directly through Panthermail rather than trying to e-mail through D2L.** Generally, you should receive a response to e-mails within about forty-eight hours if you send them through Panthermail. Dr. Binns will contact all students through their officially provided EIU e-mail addresses **through Panthermail only**. Online conferences can be arranged through Zoom.

Email Policy

I welcome emails if you have questions or concerns about your work in this class. However, I expect you to write emails in a professional manner—not like you are texting a close friend.

When you send an email, follow the guidelines below. Emails should...

- Have a clear and concise subject line that provides gist of the email and the course, such as “2760 Question about Today’s Reading”
- Begin with a formal address, such as “Dr. Binns:” or “Professor Binns”
- Use a respectful tone
- Provide questions or information in a succinct manner
- Use paragraph breaks for reading ease and strong organization
- Be edited and proofread effectively so as not to cause confusion

Close with a short statement followed by a comma and your name, such as “Thanks for your time,” or “Sincerely,” or “Have a good weekend,”

ENG 2760 Online: Tentative Course Calendar (Spring 2021)

This schedule is subject to additions and changes at my discretion. Assignments are due by 11:59 p.m. (end of day) on the date that they are listed on the schedule. Discussion posts and peer responses are due to D2L in "Discussions." Writing Assignments and Final Portfolio are due to the D2L Dropbox under "Assessment."

Course Introduction & Business Letters

- 1-12 Read *Successful Writing at Work* Chapter 1 & Chapter 1 of *Writing That Works*
Discussion Post #1, Part 1 Due by 11:59
- 1-14 Read *Successful Writing at Work* Chapter 4 & Chapter 7 of *Writing That Works* ; Discussion Post #1 Part 2: Two Responses Discussion Post #1 Due (Reply in Discussion #1 Thread) by 11:59
- 1-19 **Complaint Letter Draft Due** for Peer Response by 11:59
- 1-21 **Complaint Letter** Peer Responses Due to D2L Discussion Board by 11:59
- 1-26 **Complaint Letter Due** to D2L Dropbox by 11:59 pm
- 1-28 Read *Successful Writing at Work* Chapter 2
- 2-2 Personal Wellness Day
- 2-4 Read Chapter 8 of *Writing That Works*
- 2-9 **"Bad News" Letter Draft Due** for Peer Responses Due to D2L Discussion Board by 11:59
- 2-11 **"Bad News" Letter** Peer Responses Due to D2L Discussion Board by 11:59
- 2-16 **"Bad News" Letter Due** to D2L Dropbox by 11:59 pm
- 2-18 Read *Successful Writing at Work* Chapter 3; Discussion Post #3 Due by 11:59

Website & Social Media Presence Proposal

- 2-23 Read Chapter 9 of *Writing That Works*
- 2-25 Read Chapter 10 of *Writing That Works* & E-mail proposal topic Dr. Binns by 11:59 pm
- 3-2 Read Chapter 4 of *Writing That Works*
- 3-4 Read *Changing Writing* Chapters 5 & 8 (D2L); Discussion Post #4 Due by 11:59
- 3-9 Read Chapter 6 of *Writing That Works*
- 3-11 Read *Successful Writing at Work* Chapter 6 & Chapter 11 of *Social Media Communication* (D2L); Discussion Post #5 Due by 11:59
- 3-16 **Website & Social Media Presence Proposal** Draft Due to D2L Discussion Board for Peer Responses by 11:59
- 3-18 Personal Wellness Day
- 3-23 **Website & Social Media Presence Proposal** Peer Responses Due to D2L Discussion Board
- 3-25 **Website & Social Media Presence Proposal** Due to D2L Dropbox by 11:59 pm

Promotional Materials/Report

- 3-30 Read Chapter 8 of *Successful Writing at Work*
- 4-1 Read Chapter 9 of *Successful Writing at Work*

- 4-6 Read Chapter 5 of *Writing & Editing for Digital Media* (D2L) & *Successful Writing at Work* Chapter 10
- 4-8 Read *Successful Writing at Work* Chapter 6; Discussion Post #6 Due by 11:59 pm
- 4-13 **Promotional Materials/Report** due to D2L Discussion Board Prior to Class for Peer Responses by 11:59 pm
- 4-15 **Promotional Materials/Report** Peer Responses due to D2L Discussion Board by 11:59 pm
- 4-20 **Promotional Materials/Report** due to D2L Dropbox by 11:59 pm
- 4-22 Personal Wellness Day

Final Portfolio

- 4-27 Revise for **Final Portfolio**; Read Purdue Owl "Writing Processes" Revision Recommendations: https://owl.purdue.edu/owl/general_writing/index.html
- 4-29 **Final Portfolio Due to D2L Dropbox by 11:59 pm**