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ENG 2760-001: Introduction to Professional Writing

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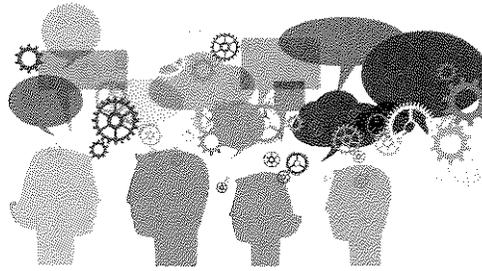
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Fall 2019 / English 2760

Introduction to Professional Writing



Professor Angela Vietto

3341 Coleman Hall, Office hours: TR 2:30-3:30 and many other times by appointment

Cell phone: 217-549-3203 (9 am – 9 pm, calls or texts welcome)

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.

Text from TRS: *Successful Writing at Work Concise 4th Edition* by Philip C. Kolin

Other required or recommended materials: There is a 99% chance that there will be times in class when some or all of us will need to have headphones on. If you don't regularly carry headphones/earbuds that you will be able to use with computers in the computer classroom, let me know. I strongly recommend you dedicate a notebook to this class and you might find a flash drive handy.

Learning Objectives

1. Use effective communication strategies, including appropriate research techniques, to solve hypothetical and real-world problems (i.e., critical thinking and problem solving).
2. Adapt general professional writing principles (related to content, organization, and tone) to specific audiences, purposes, and contexts—including online and global contexts. (Audiences will include international readers of English as well as readers with accessibility needs.)
3. Use revision and editing strategies to improve your own and others' writing. (We will go beyond general editing, including a short introduction to copyediting as well as stylistic editing.)
4. Use basic principles of effective visual and document design.
5. Use effective collaborative strategies to create a positive work environment.
6. Demonstrate understanding of basic ethical and legal considerations related to professional communication.
7. Demonstrate college- and professional-level writing produced through the process of prewriting, drafting, revising, editing, and proofreading.

Students with disabilities: If you have a documented disability and wish to receive academic accommodations, please contact the Office of Disability Services (581-6583) as soon as possible.

The Student Success Center: Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center (<http://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.

If I see you struggling in the course, especially if you miss two or more classes in a row or two or more assignments in a row without contacting me, I will try to communicate with you to see if I can help. If I don't hear back from you, I will use the University's Early Alert system, which means that someone from the Student Success Center will try to contact you to offer help. This isn't meant to "get you in trouble" but to help you avoid trouble.

Academic Integrity: 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.

The Electronic Writing Portfolio: Any written project of 750 words or longer written for this class would be suitable for submission to the EWP. Submissions must be made by the last day of finals week at the end of the semester. *Earlier deadlines apply for graduating seniors.*

English Teacher Education Majors: Students seeking Teacher Certification in English Language Arts should provide each of their English Department professors with a copy of the yellow form called "Application for English Department Approval to Student Teach" before the end of the semester. These forms are available in a rack outside the office of Dr. Melissa Ames (3821 Coleman Hall).

The English Department Statement on Plagiarism: Any teacher who discovers an act of plagiarism—"The appropriation or imitation of the language, ideas, and/or thoughts of another author, and representation of them as one's own 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 assignments of a grade of F for the assigned essay and a grade of F for the course, and to report the incident to the Office of Student Standards. Respect for the work of others should encompass all formats, including print, electronic, and oral sources.

Attendance: *Being in class is essential.* Throughout the semester, we will depend on discussions, in-class activities, and collaboration during class time. If you are not here, in many cases, it will be nearly impossible to reproduce the learning environment. Of course, illness and emergency happen. If you are too sick to come to class, or if you know you are contagious, stay home. Check in on D2L and with a classmate regarding what you missed; do everything you can to keep up with assignments; talk to me when you return to class regarding any work you still need to make up. **If you have a major illness or a series of major emergencies**, you will want to consult with me about your options (withdrawing from the course, etc.)

See "streaks" for more info about attendance and grading.

Participation: Just showing up for class, of course, is only the start of what a successful student does. Even more important is what you do while in class. First and foremost, you should be doing three things: (a) paying attention, (b) thinking actively, and (c) sharing at least some of your thoughts and questions with the rest of us. **Your participation will be graded.** **Nonverbal communication:** Your body language communicates a lot. We will be doing some writing about nonverbal communication, which I hope will help you increase your awareness of it and use nonverbal communication in this class, other classes, and in all professional settings to express your interest, attention, and thoughtfulness.

Assignments and Deadlines: Professional writing is a hands-on subject. You learn by doing, by getting feedback, by critiquing your own performance, learning from the performance of others, and by revising. So you need to do the assignments. See "streaks" for more information on how you can **activate the multiplier** for your grades by doing all your assignments.

In addition, meeting deadlines is an important skill for professional communicators. Often, professional communicators must work under time pressure, with competing deadlines. So we need to build the habit of meeting deadlines. When you must miss a deadline, let me know **before the deadline** and ask for an extension. If you do that, I accept late work. If you don't, I reserve the right to refuse to accept late work.

Grading and Assignments

Attendance & participation	10%
Reading quizzes	5%
Exercises (poster project?)	30%
Social Media Client Project	10%
Financial Aid Client Project (collaborative)	20%
Financial Aid Client Project collaboration grade	5%
Digital Portfolio	10%
Final exam: Simulation	10%

Final Grading Scale

A	90-100%
B	80-89.99%
C	70-79.99%
D	60-69.99%
F	59.99% and below

Streaks: You can earn extra credit points by stringing together streaks of completed, on-time assignments and of days present in class with acceptable participation. At the end of the course, I will multiply your longest streak of on-time assignments and your longest streak of days present and add the total to your overall points for the course.

Draft Schedule (more complete schedule to follow)

During the first 2-3 weeks of class, we will be visited by our two external clients. Be in class and be on time.

- T Aug 20 **Introduction: Communicating as problem-solving; elements of professional writing**
Assignment for next time: (a) Read pp. 1-20 in SWW, (b) read the short article on BLUF organization in D2L, and (c) and take Reading Quiz #1 in D2L. **Note well:** Reading quizzes are untimed but will close 30 minutes before the next class begins (thus, Reading Quiz #1 closes at 3 pm on R Aug 22).
- R Aug 22 **Overview: general PW principles (content, organization, tone) and adapting them for audience, purpose, and context.**
Assignment for next time: (a) Read pp. 21-30 in SWW, (b) take Reading Quiz #2 in D2L and (c) complete exercise #4 on p. 31 in SWW (save your two descriptions written for exercise #4 as a Word document, .doc or .docx, and upload to D2L). **Note:** Both reading quiz and exercise are due by 3 pm on T Aug 27.
- T Aug 27 Introduction to ethics and legal considerations and intro to collaboration
- R Aug 29 Introduction to editing: proofreading vs. copyediting, stylistic editing
- T Sept 3 Audience analysis and user testing
- R Sept 5 Professional correspondence: Letters, emails, and texts
- T Sept 10 Basic principles of document design and visual design
- R Sept 12 Attend Faculty Forum: Presentation by Dr. Michael Dobbs on trends in costs and funding for higher education in Illinois (begins at 3 pm in Charleston-Mattoon Room, 3rd floor, MLK University Union; I understand not everyone will be able to be there for the whole presentation; we will discuss logistics prior to the event)
Assignment for next time: Share your notes, photos, and observations in D2L as soon after Dr. Dobbs’s presentation as you can.
- T Sept 17 Case study review of basic principles: Dr. Dobbs’s presentation
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- T Nov 19 **Financial Aid Client Project final product and final reports due**
- R Nov 21 **Social Media Client Project final report due**
- Nov 25-29 Thanksgiving Break
- T Dec 3
- R Dec 6 **Digital portfolio due**
- T Dec 10 2:45-4:45 Final exam