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# ENG 2760-001: Introduction to Professional Writing

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fall 2014

## English 2760: Introduction to Professional Writing

Prof. Angela Vietto

Office: 3345 Coleman Hall

Office hours: M 2 2:50, W 11  
11:50, R 2 4, F 11  
11:50 *and by  
appointment*

Cell phone: 217-549-3203 (you may text or call  
between 9 a.m. and 9 p.m.)

Email: [arvietto@eiu.edu](mailto:arvietto@eiu.edu) (always text or call to let  
me know you've emailed me, except in  
emergencies when phoning isn't an option)

**Why are we here?** Powerful writing in multiple formats is an important asset in most professions and workplaces, and for some professionals “writer” becomes their primary identity. This course introduces key principles and topics of professional writing and offers an opportunity for you to learn more about careers and issues in professional writing.

### Learning objectives

By successfully completing this course, you should gain or improve the following skills and abilities:

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
3. Understand the types of editing and the roles of style guidelines, copyediting, and proofreading
4. Use revision and editing to improve your own and others' writing
5. Write clear, correct sentences
6. Use basic principles of effective visual and document design
7. Use effective collaborative strategies to create a positive work environment
8. Demonstrate understanding of basic concepts related to effective writing for online contexts
9. Demonstrate understanding of basic ethical and legal considerations related to professional communication
10. Familiarize yourself quickly with new software and effectively use a variety of communication-related technologies
11. Prepare and deliver clear, effective oral presentations

### 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.



### Books from Textbook Rental

Bang, *Picture This*

Kolin, *Successful Writing at Work* concise 3<sup>rd</sup> ed.

Additional readings will be distributed through  
D2L

## Projects (the writer's life)



**Case study report.** You will select an example of public communication from a list I provide and analyze the case you select by applying as many of the principles we study as possible. The report will have at least two parts: a comprehensive formal written report, plus at least one multi-media component (video, slide set, or illustrated web page/blog) that highlights a particularly important segment of the report.

**PWx3: Personal Professional Presence on the World Wide Web.** Using basic principles of professional writing, you will make a plan for developing a positive web presence to highlight your professional skills and knowledge. You will implement the first steps of this plan during the semester. At the end of the semester, you will prepare a final report on your accomplishments and make a brief presentation to the class.

**Wikipedia Good Article Project.** Working as a group, we will revise the Wikipedia article on “professional writing” to improve it, aiming to meet Wikipedia’s “Good Article Standards” if possible.

**Public Service Announcements (PSAs).** Your team will write and record the script for two public service announcements for the Health Education Resource Center at EIU.

**Audience Analysis Report.** You will conduct primary and secondary research on the main audience for your team’s PSA, presenting your findings in a written report and a short presentation to the class.

**Poster.** Your team will create a poster delivering messages chosen by the client (the Coles County Health Department).

### Grading and Major Assignments\*

Short assignments	10%
Case Study Report (Mixed Media)	15%
PWx3 Project (with presentation)	15%
PSAs*	15%
Audience Analysis Report	15%
Wikipedia Good Article Project	10%
Informational Poster*	10%
Copyediting Quizzes	5%
Copyediting Exam	5%

\* The client’s evaluation will be factored into the grade for client projects.

### Final Grading Scale

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	59% and below

**Professional Demeanor** Over the course of the semester, we will discuss professional habits in terms of behavior and self-presentation. Please cultivate these habits in our class. I encourage you to practice them in your other classes and activities as well.

**Attendance** You have three “personal” days when you may miss class without explanation. All other absences must be documented as serious and unavoidable illness, emergency, or participation in an official University event. Unexcused absences beyond your personal days will result in a 1% reduction in your final grade for each absence beyond three.

*In all cases of absence* (personal days, excused absence, or unexcused absence), if you miss class on a day when we are scheduled to meet with a client or anyone else outside our class, or when we are scheduled to be working collaboratively on major team projects, it is *essential* that you contact one of your team members before class begins to let them know you will not be present.

Performance bonuses for strong attendance will be awarded as follows: 2% bonus for missing only for documented, excused absences; ½ % bonus for no unexcused absences beyond personal days.

**Lateness** Please don’t make a habit of arriving to class late. When you can not avoid being late, please do the following: (a) if anyone other than the instructor is making a presentation, wait outside the door, out of the presenter’s line of sight, until the presentation is over, (b) when you come in do so silently, (c) take the closest open seat near the door, (d) once you’re seated, wait for a break in discussion or activity before asking anyone to catch you up.

### **Extensions/Late Work**

- a. For assignments *other* than client projects or collaborative projects: If you request extra time, by speaking with me in person or by phone, by 9 p.m. the day before an assignment is due, I *will* give you an extension. Guaranteed. (If you do not request an extension as specified, you have one week to submit the assignment for 50% credit.)
- b. For client projects: No extensions.
- c. For collaborative projects that are not client projects: The request for extension must be agreed to by all members of the team; otherwise the same policies as in (a) apply.

**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.

**The University’s statement on 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 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 Judicial Affairs Office. Respect for the work of others should encompass all formats, including print, electronic, and oral sources.

## Schedule (subject to change)

*Copyediting homework, in most cases, will be done by hand; other homework assignments are due in D2L, unless stated otherwise. Instructions for homework assignments will also be available in D2L; on days when we meet in the class rather than the lab, instructions will also be distributed on paper. Feel free to print from D2L on days when we are in the lab, if you prefer to have a paper copy.*

*Homework and reading assignments are due on the dates listed.*

### Week 1 classroom (3130)

M Aug 25 Introduction to the course and professional writing.

W Aug 27 *Due:* Kolin, Chapter 1, and HW #1.  
*In class:* Basic principles of professional writing.

F Aug 29 *Due:* Kolin, Chapter 2, and HW #2.  
*In class:* Review of basic principles; discussion of McResource controversy as test case for principles of professional writing.

### Week 2 lab (3120)

M Sept 1 *Labor Day, no class*

W Sept 3 *Due:* Read public communication cases in D2L.  
*In class:* Introduce case study project; introduction to types of editing and copy editing. Review of essential comma rules.

F Sept 5 *Due:* HW #3 (copyediting).  
*In class:* Class cancelled due to illness.

### Week 3 classroom (3130)

M Sept 8 *Due:* Read the first half of Kolin, chapter 4, and HW #4.  
*In class:* Introduction to non-profits. Intro to PWx3 project.

W Sept 10 *Due:* HW #5.  
*In class:* Discuss PSAs and web presences.

F Sept 12 *Due:* HW #6 (first round of questions for case study).  
*In class:* **Client visit:** First meeting with Amanda Harvey, Assistant Director, Health Education Resource Center.

## Week 4 lab (3120)

M Sept 15

*Due:* HW #7 (Preliminary proposal for PWx3)*In class:* Work on drafts of PSA round 1. Copy editing: run-on sentences.

W Sept 17

*Due:* HW #8 (Copy editing)*In class:* Continue to work on drafts of PSA round 1. Upload complete draft by end of class.

F Sept 19

*Due:* HW #9 (Complete proposal for PWx3)*In class:* Revise PSAs based on instructor feedback. Upload revisions by end of class (to be submitted to client). [Further revisions and recording dates TBA, based on client response to drafts.]

## Week 5 classroom (3130)

M Sept 22

*Due:* HW #10 (Summary of one secondary source for audience analysis, uploaded to Dropbox)*In class:* Primary audience research.

W Sept 24

*Due:* HW #11 (Summary of another secondary source)*In class:* Plan primary audience research. Intro to image analysis.

F Sept 26

*Due:* Read Bang, *How Pictures Work*, pp. 8-80.*In class:* Images, copyright, and creative commons licenses. Copy editing: subject-verb agreement.

## Week 6 lab (3120)

M Sept 29

*Due:* Read Kolin, chapter 6 (design). HW #12 (copy editing).*In class:* Time to work on case study second round of questions; audience research; PWx3.

W Oct 1

*Due:* Read Kolin, chapter 8 (short reports).*In class:* Time to work on case study second round of questions; audience research report; PWx3.

F Oct 3

*Due:* HW #13 (Second round of questions for case study)*In class:* Time to work on audience research report; PWx3.

## Week 7 classroom (3130)

M Oct 6 *Due:* Read Kolin chapter 10. HW #14 (Copy editing review).  
*In class:* Time to work on audience analysis report and presentation.

W Oct 8 *Due:* Audience analysis report.  
*In class:* Copy editing quiz.

F Oct 10 *Due:* HW #15 (PWx3 Progress Report)  
*In class:* **Site visit:** Meet with Danielle Morr at Coles County Health Department

## Week 8 lab (3120)

M Oct 13 *Due:* Audience analysis presentation.  
*In class:* Presentations; Time to work on PSA round 2 script, poster

W Oct 15 *In class:* Presentations; Time to work on PSA round 2 script, poster

F Oct 17 *In class:* Presentations; Time to work on PSA round 2 script, poster. Upload current drafts by end of class.

## Week 9 classroom (3130)

M Oct 20 *Due:* HW #16 Peer review of poster drafts and PSA draft scripts.  
*In class:* Review and discussion of peer review; team meetings.

W Oct 22 *Due:* Revised PSA script (to be transmitted to client).  
*In class:* Discussion of Wikipedia, introduction to target page.

F Oct 24 *Due:* HW #17 Short presentation on a Wikipedia policy or guideline; summary of needed research for case study.  
*In class:* Presentations. Discussion of research needs for Wikipedia and case study.

## Week 10 lab (3120)

M Oct 27

*Due:* HW #18 Notes/summary of one source for Wikipedia project.

*In class:* Time to work on poster revisions, research for case study, research for Wikipedia, PWx3.

W Oct 29

*Due:* HW #19 Notes/summary of one source for Wikipedia project.

*In class:* Time to work on poster revisions, research for case study, research for Wikipedia, PWx3.

F Oct 31

*Due:* HW #20 (PWx3 Progress Report)

*In class:* Finalize poster revisions. Upload final posters by end of class (to be submitted to client).

## Week 11 classroom (3130)

M Nov 3

*Due:* Read Kolin chapter 9 (long reports).

*In class:* Discuss case study reports and work on Wikipedia project.

W Nov 5

*Due:* HW #21 (Copy editing homework).

*In class:* TBD

F Nov 7

*In class:* Copy editing quiz.

## Week 12 lab (3120)

M Nov 10

*In class:* Time to work on poster revisions (in response to client requests), case study reports, PWx3.

W Nov 12

*In class:* Time to work on poster revisions, case study reports, PWx3.

F Nov 14

*In class:* Time to work on poster revisions, case study reports, PWx3.

## Week 13 classroom (3130)

M Nov 17

*Due:* Complete draft of case study report (formal written report)

*In class:* Peer review of case study report, brainstorming multi-media components

W Nov 19

*In class:* Copy editing review

F Nov 21

TBD

*Thanksgiving*

## Week 14 lab (3120)

M Dec 1

***Due:*** Case Study Written Report.***In class:*** Time to work on case study report multi-media component

W Dec 3

***In class:*** Time to work on case study report multi-media component

F Dec 5

In class: Time to work on case study report multi-media component (due at end of class)

## Week 15 classroom (3130)

M Dec 8

Due: PWx3 Final Report

In class: PWx3 Presentations

W Dec 10

In class: PWx3 Presentations

F Dec 12

In class: PWx3 Presentations

## Finals Week

W Dec 17

12:30-2:30 Copy editing exam

