

Spring 1-15-2016

ENG 5260-001: Science and Technical Comm

Terri Fredrick

Follow this and additional works at: http://thekeep.eiu.edu/english_syllabi_spring2016



Part of the [English Language and Literature Commons](#)

Recommended Citation

Fredrick, Terri, "ENG 5260-001: Science and Technical Comm" (2016). *Spring 2016*. 89.
http://thekeep.eiu.edu/english_syllabi_spring2016/89

This Article is brought to you for free and open access by the 2016 at The Keep. It has been accepted for inclusion in Spring 2016 by an authorized administrator of The Keep. For more information, please contact tabruns@eiu.edu.

CMN/ENG 5260: Communication in Science & Technical Organizations FALL 2016 | (3 credit hours)

Instructors:	Dr. Terri Fredrick	Dr. Claudia Janssen Danyi
Offices:	3070 Coleman	1410 Coleman
E-mail:	Preferred: D2L email tfredrickwork@gmail.com	Preferred: D2L email cijanssen@eiu.edu
Phones:	(217) 714-6028	Skype: claudi456
Office hours:	Mon 10 am–12pm Tues 10 am–12 pm, 6–7 pm	Wed 11 am–1:30 pm Thurs 2 pm–4:30 pm

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

- *Handbook of Technical Writing*, 8th edition (Alred)
- *Corporate Advocacy: Rhetoric in the Information Age* (Hoover)
- 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 (4 assignments x 5% = 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 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 other 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 of 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, email to instructors should be sent via D2L email. If you are sending a large attachment or a document via Google Drive, you may email Dr. Fredrick at tfredrickwork@gmail.com and Dr. Janssen Danyi at cijanssen@eiu.edu.

Absences:

Prompt and regular attendance is expected. Students who do not attend regularly can expect that their final grade will be lowered. Class discussion is an important part of this course. If you must miss a class, you will need to advise us accordingly. 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. Attendance is critical for success in this class.

Academic Integrity:

You are, of course, held to 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.

CMN/ENG 5260: Communication in Science and Technical Organizations
Semester Overview

Week	Date	Topics	Deadlines
1	Jan 12	Introduction to the class What is communication? Bottom-line ordering for communication	Reading
2	Jan 19	Basics of human communication cont'd. Writing internal documents	Reading
3	Jan 26	Communication and Organization Writing for conciseness/voice	Reflection due, reading
4	Feb 02	Organizational environments and audiences Communicating with external, non-specialist audiences	Writing assignment, reading
5	Feb 09	Understanding and fostering legitimacy (and reputation) Communicating via social media	Writing assignment, reading,
6	Feb 16	Organizational advocacy and the public sphere Ethics in communication	Writing assignment, reading
7	Feb 23	Group decision-making	Preparatory assignment, reading
8	March 01	CSR Writing Reports	Presentation assignment, reading
9	March 08	Grant Writing	Environmental Advocacy Project
SPRING BREAK			
10	March 22	Grant Writing	
11	March 29	Presentation Delivery Workshop	TBA
12	April 5	Crisis Communication	Reflection, reading
13	April 12	Crisis Communication	Preparatory assignment
14	April 19	Group Meetings	

CMN/ENG 5260: Communication in Science and Technical Organizations
Semester Overview

15	April 26	Final Presentations
16	May 3	Final Presentations