Fall 8-15-2016

ENG 4760-600: Special Topics in Professional Writing

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ENG 4760-600: Studies in Professional Writing, Online Communication
(Online, 3.0 Credit Hours)

Professor: Dr. Donna Binns
Office: 3851 Coleman Hall
Office Hours: TR 2:00 p.m.--3:20 p.m.; Wednesdays 2:00 p.m.--3:00 p.m.; ABA
E-mail: djbim1s@eiu.edu
English Department Phone Number: 217-581-2428

Course Catalog Description: (3-0-3) Focused study of professional writing, designed to
enhance understanding of workplace writing and provide experience in producing it. Topic will
vary semester to semester. May be repeated once for credit. WC

Learning Objectives:
1. Use effective professional communication strategies to create online materials and high-
quality projects (CT 1/ SL 2–3, 7/ RC 1–2, 4/ Graduate: 3–4)
2. Demonstrate understanding of principles of and research on professional communication
(CT /QR 4–5 /Graduate: 1)
3. Use communication and collaboration strategies to solve hypothetical and real workplace
problems (i.e., critical thinking and problem solving) (CT/WR/SL/Graduate: 2–3)
4. Adapt general professional communication principles (related to content, organization,
tone, and design) to specific audiences, purposes, and contexts
(CT/WR/SL/RC/Graduate: 3)
5. Use revision and editing to improve your own and others’ writing (WR/Graduate: 3)

Required Texts & Materials:
Social Media Communication: Concepts, Practices, Data, Law, and Ethics by Jeremy Harris
Lipschultz
Don’t Make Me Think Revisited: A Common Sense Guide to Web and Mobile Usability by Steve
Krug
Active EIU e-mail account and Internet Access to EIU’s D2L Online Course Delivery System

Course Requirements: In this class, you will complete a number of writing assignments of
various genres, including one client project. Writing Assignments include the Infographic &
Analysis, Blog Review, Web & Social Media Presence Proposal, and Digital Promotional
Material & Analysis. Writing assignments will be posted under "Content" in D2L at least several
days prior to the due dates. The Client Project will be a group project that can be completed
online. Students may meet in person at times for the group client project, but the project can be
completed through online communication. You will also complete discussion posts, assignment
drafts, and peer responses that will be a significant portion of your "Daily Work" grade.
Assigned reading will be vital to successful completion of course assignments and posts, so do
keep up with the reading schedule. Finally, you will build a revision-based portfolio at the end of
the semester that uses a self-analysis and revised writing assignments from the class to
demonstrate your success at attaining the course learning objectives. Students must complete all
Writing Assignments, the Client Project, and the Final Project to be eligible to pass the course.
**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. Read the directions for each discussion post closely so that you don't miss any aspects of the assignment. Dr. Binns will assign peer response groups prior to the due dates for those activities. 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, writing assignments, and the final portfolio are listed on the course calendar in the syllabus. Discussion posts, drafts, peer responses, writing assignments, and the final portfolio should be submitted by the 11:59 p.m. on the dates listed on the syllabus. Late penalties are discussed below under "Late Work."

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

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Work</td>
<td>10%</td>
</tr>
<tr>
<td>Writing Assignments</td>
<td>30%</td>
</tr>
<tr>
<td>Client Project</td>
<td>30%</td>
</tr>
<tr>
<td>Final Portfolio</td>
<td>30%</td>
</tr>
</tbody>
</table>

A= 90% to 100%
B= 80% to 89%
C= 70% to 79%
D= 60% to 69%
F= 0% to 59%

**Late Work:** Late work that is not excused by Dr. Binns (due to extenuating circumstances only) will be penalized by 10% of the maximum possible points for each day it is late (excluding weekend days). To avoid the penalty, contact Dr. Binns as soon as possible if you feel you have a serious reason for turning in late work.

**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.
D2L Assistance: If you need assistance with D2L, call D2L Support toll free at 1-877-325-7781. Support is available 24 hours a day, seven days a week. Email and Chat options are also available on the "My Home" page after logging in to D2L. Other D2L resources including a D2L Orientation course for students are available on the same page. For technical questions regarding other software, hardware, network issues, EIU NetID/password, or Panthermail, contact the ITS Helpdesk at 217-581-4357 during regular business hours or submit a help ticket at https://techsupport.eiu.edu/. If you have a question regarding course content, contact your instructor.

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.

Writing Center: This free service provides one-to-one conferences with writing consultants who can help you with brainstorming, organizing, developing support, documenting, and revising your papers. The Writing Center is open to work with any student from any major at any stage of his or her writing process, and its system of one-to-one conferences demonstrates value and respect for individual writers, all of whom can benefit from feedback about their works in progress. To schedule an appointment, you can drop by the Writing Center (3110 Coleman Hall), or you can call 581-5929. When you visit, bring your work in progress (including a copy of the assignment) and an idea of what you would like to work on – planning, prewriting, organization, support, documentation, editing, etc. Please check the Writing Center Website at [www.eiu.edu/~writing/] for more information.

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 e-mail (djbim1s@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 forty-eight hours if you send them through Panthermail. Dr. Binns will contact all students through their officially provided EIU e-mail addresses only. Online conferences can be arranged through Skype (Skype can be downloaded for a variety of devices here www.skype.com/download-skype/). Students living within commuting distance to Charleston, IL, may arrange in-person conferences with Dr. Binns in her office (3851 Coleman Hall) or stop by during her office hours.

Graduate Students: Graduate Students will be required to complete three response papers during the course of the semester. Response papers will be due to professional writing journal articles (selected by the student) related to our course topic. Contact Dr. Binns to arrange a schedule for completing these response papers.
The due dates and assignments listed on this calendar are subject to change at the professor's discretion. Reading and writing assignments, discussion posts, drafts, peer responses, and the final project are due by 11:59 p.m. on the dates listed on this calendar. Reading assignments are from our textbooks unless otherwise indicated. Discussion posts, assignment drafts, and peer responses will be due to our discussion board (under "Communication") on D2L. Writing assignments and the final portfolio will be due to our course Dropbox (under "Assessment") on D2L. The Client Project materials will be submitted to Dr. Binns and our client.

Module 1: Infographic & Analysis
Week 1
8-22 Discussion #1 Due; Read Chapter 1 of *Social Media Communication*
8-24 Discussion #2 Due; Read Chapter 2 of *Writing & Editing for Digital Media (D2L)*
8-26 Read Chapter 3 of *Writing & Editing for Digital Media (D2L)*; Work on Infographic & Analysis

Week 2
8-29 Infographic & Analysis Draft Due to D2L Discussion Board
8-31 Post Two Assigned Peer Responses to D2L Discussion Board
9-2 **Infographic & Analysis Due** (Writing Assignment #1) to Folder in D2L Dropbox; Read Chapter 2 of *Social Media Communication*

Module 2: Digital Blog Review
Week 3
9-5 LABOR DAY OBSERVED: NO CLASSES
9-7 Discussion #3 Due; Read Chapters 4-5 of *Social Media Communication*
9-9 Read Chapter 7 of *Writing & Editing for Digital Media (D2L)*; Work on Digital Blog Review

Week 4
9-12 Digital Blog Review Draft Due to D2L Discussion Board
9-14 Post Two Assigned Peer Responses to D2L Discussion Board
9-16 **Digital Blog Review Due** (Writing Assignment #2) to Folder in D2L Dropbox; Read Chapter 6 of *Social Media Communication*

Module 3: Proposal for Improving Website & Social Media Presence
Week 5
9-19 Read Chapter 9 of *Writing & Editing for Digital Media (D2L)*
9-21 Discussion #4 Due; Read Chapters 1-5 of *Don't Make Me Think* (Don't panic--they are short chapters with lots of visuals)
9-23 Read Chapter 16 of *Technical Communication* (Available on D2L); Work on Proposal
Week 6
9-26 Proposal Draft Due to D2L Discussion Board; Read Chapters 9-10 of *Don't Make Me Think*
9-28 Post Two Assigned Peer Responses to Discussion Board; Read Chapters 11-13 of *Don't Make Me Think*
9-30 **Proposal Due** (Writing Assignment #3) to Folder in D2L Dropbox

**Module 4: Digital Promotional Materials**
Week 7
10-3 Read Chapter 3 of *Social Media Communication*
10-5 Discussion #5 Due; Read Chapter 8 of *Social Media Communication*
10-7 Read Chapter 9 of *Social Media Communication*; Work on Promotional Materials

Week 8
10-10 Promotional Materials & Analysis Draft Due to D2L Discussion Board
10-12 Post Two Assigned Peer Responses to D2L Discussion Board
10-14 **Promotional Materials & Analysis Due** (Writing Assignment #4) to Folder in D2L Dropbox

**Module 5: Client Project**
Week 9
10-17 Contact Dr. Vietto (Client) by E-mail for Client Project Information (CC Dr. Binns); Read Chapter 10 of *Social Media Communication*
10-19 Discussion #6 Due; Read Chapter 11 of *Social Media Communication*
10-21 Work on Group Client Project Proposal

Week 10
10-24 Discussion #7 Due; Work on Group Client Project Proposal
10-26 Revise Group Client Project Proposal
10-28 **Group Client Project Proposal Due** by E-mail to Dr. Vietto & Dr. Binns

Week 11
10-31 Read Chapter 12 of *Social Media Communication*
11-2 Reading TBA
11-4 Work on Client Project

Week 12
11-7 Discussion #8 Due; Work on Client Project
11-9 Work on Client Project
11-11 **Client Project Complete Draft Due** to Dr. Vietto & Dr. Binns by E-mail

Week 13
11-14 Reading TBA
11-16 Reading TBA
11-18 Discussion #9 Due; Work on Revising Client Project
11-21--11-25  THANKSGIVING BREAK

Week 14
11-28  Work on Revising Client Project
11-30  Work on Revising Client Project
12-2  **Revised Client Project & Group/Self Evaluations Due** to Dr. Vietto & Dr. Binns by E-mail

**Module 6: Final Revision & Self-Analysis Project**
Week 15
12-5  Work on Final Project (& Client Project If Additional Draft Needed)
12-7  Work on Final Project
12-9  **Final Project Due** to Folder in D2L Dropbox (Revised Client Project E-Mailed to Dr. Vietto & Dr. Binns If Additional Work Needed)