



Department of English
English 1016 – FDE
Introduction to Professional Writing
Term 2020 Fall

CONTACT INFORMATION

INSTRUCTOR

Name - Karen Bishop

Email – see Mycourselink or kbish@lakeheadu.ca

Office Location – Ryan Building 1005 (Working from home for the Fall Term)

Office Hours – By Appointment via e-mail or after class – stay on Zoom

Phone Number – 346.7718

Supplementary Course Websites –Mycourselink

Course Description/Overview

An introduction to professional-level standards of composition, revision, editing, research and documentation. A review of English grammar (word and sentence level), rhetorical forms (paragraph level and beyond), and a study of writing in a variety of professional contexts with an emphasis on assessing rhetorical situations and crafting messages to inform and persuade diverse audiences in a variety of forms and formats.

Course Objectives and/or Learner Outcomes

To learn to write well for professional contexts and receive a high grade in this course, students will need to do the following well:

- 1 Understand the theory of English grammar and apply it to proofread and revise documents.
- 2 Revise word, sentence, paragraph and whole document grammar, organization and style issues.
- 3 Understand the role of audience and context in effective writing.
- 4 Understand and apply the rhetorical modes used by effective writers for their target audience and purpose.

- 5 Understand the connection between reading (research and other reading) and writing to react to, analyse, criticize and take a position on a topic as a professional in your and other disciplines.
- 6 Organize documents using logic, appropriate rhetorical modes (definition, cause-effect, comparison-contrast, etc.) and an outline
- 7 Research efficiently using resources from the Paterson library and other approved online sources (not Google Scholar) only.
- 8 Understand the connection between audience and context in choosing effective style/format in which to publish a piece of writing.
- 9 Understand and apply the best practises for using and preparing digital media for a specific audience.

Course Resources

Required Course Text

Professional Writing, Sky Marsen, 4th Edition, MacMillan.

This text book is available online at <https://www.macmillanihe.com/page/detail/Professional-Writing/?K=9781352007992> for \$27.97 (e-book)

Course Websites

You'll need the following sites in order to successfully complete this course:

- Mycourselink (Also referred to as BrightSpace) provides instructions for assignments, due dates, added information and notes, and your grades.
- Zoom will be used for classes It's available under the Other Tools tab on the Nav Bar [Navigation Bar]. I'll send you emails with the information you need to attend the class.
- [noteTonic](#) is the site used for attendance and participation grades. It also helps me keep track of any problems that students are having. Register in the student login area. The numberer you need for this course is 764296. It will change every day in class.
- [peerScholar](#) as Module 2 – Analysis and Critique of classmates' work. This app is embedded in Week 3 where you'll need it to submit Genre 1 and do one part of Genre 2 – Analysis of a classmate's work.

Course Schedule

The following table provides a tentative schedule of course lectures, library orientation, chapters to read to prepare for class and due dates for assignment. I reserve the right to make changes if necessary. Assignment due dates will never be earlier than listed here. Also provided is a list of assignments and their due dates, so you can easily see what you'll be responsible to do on your own and what you'll be given class time to complete.

Date	Class Content	Assignment Descriptions and Due Dates
Week 1 Sept 7 - 11	Introduction to the course. Learning the course outline Chapter 1 – The Writing Process Pages 1 - 14	Participation Assignment – Scavenger Hunt in the Course Outline. Notetonic attendance
Week 2 Sept 14 - 18	Continue Chapter 1	Continue to Practice the elements of writing for a target audience. Notetonic attendance
Week 3 Sept 21 - 25	Continue Chapter 1 Pages 14 - 23	Genre 1 Assignment: Write a memo to me analysing the target audience for a magazine of your choice. (15 %) Notetonic Attendance
Week 4 Sept 29 – Oct 2	Chapter 2 - Writing Style, Pages 25 – 35 and	Sentences and style The Golden rules of Professional Writing
Week 5 Oct 5 – 9	Chapter 2 – Writing Style- Pages 36 – 49	The topology of Style Due: Monday, October 5 5:30 p.m. Submit Genre 1 to peerScholar by midnight. Due: Wednesday, October 7 analysis of a classmate’s work is due in peerScholar by midnight. Due: Friday, October 9 – Submit final version of Genre 1 to peerScholar by midnight. Genre 2: Analysis/critique of classmates’ work. You’ll have completed one of three submissions for Genre 2 at this point. The total for all three is. 15 % Notetonic attendance
Study Break	Study Break	Study Break

<p>Week 6 October 19-23</p>	<p>Chapter 6 – Public Relations Writing</p>	<p>Lectures on writing for the web and public relations writing skills. Genre 3: Keep an on-line blog with at least one entry a week. (20 %)</p> <p>PeerScholar will not be part of this Genre Due Sunday, December 6.</p> <p>Notetonic attendance</p>
<p>Week 7 Oct 26 - 30</p>	<p>Chapter 3 - Research Methods</p>	<p>Research background in course - Research Methods and Sources.</p> <p>Library orientation</p> <p>Notetonic attendance.</p> <p>Due: one blog post</p>
<p>Week 8 Nov 2 - 6</p>	<p>Chapter 5 - Journalism</p>	<p>Background on Journalistic writing.</p> <p>Genre 4: Write a feature article on a news topic of your choice incorporating research on the subject. I'll ask you to describe the context in which you are writing, who your audience is and what your purpose is. An assignment sheet will be provided on D2L. (20 %)</p> <p>Due Friday, November 20 in peerScholar by midnight.</p> <p>Due Monday, November 23 After work during class time, the analysis of a classmate's work is due in peerScholar at midnight</p> <p>Due: Friday, November 27 submit final version of your article in peerScholar by midnight.</p> <p>Notetonic attendance</p> <p>Due: one blog post</p>
<p>Week 9 November 9-13</p>	<p>Chapter 6: Public Relations</p>	<p>Background on Persuasion</p> <p>Notetonic attendance</p> <p>Due: one blog post</p>

Week 10 November 16 - 20	Chapter 6: Public Relations	<p>Organization of persuasive documents.</p> <p>Genre 5: Write a Press Release for a non-profit organization that you can pretend to work for. More information will follow</p> <p>Due: Friday, December 4 by midnight for review on peerScholar</p> <p>Due: Monday, December 7 by midnight. Analysis of the Press Release in peerScholar For final Genre 3 component</p> <p>Due: Wednesday, December 9 by midnight in peerScholar. Final version of the press release. (15 %)</p> <p>Notetonic</p> <p>Due: one blog post</p>
Week 11 Nov 30 - Dec 4		<p>Consultation and catch-up week</p> <p>Due: one blog post</p>
Week 12 December 7		Blog due
		Total Grades:100 No Exam

List of Assignments and Due dates

Date	Assignment Due Dates
Wednesday, September 23	Genre 1: Write a memo to me about your analysis of the target audience for a magazine of your choice.
Friday, October 2	Submit Genre 1 to peerScholar for review by a classmate
Wednesday, October 7	Due: First of three submissions for Genre 2 (Analysis and Critique) on peerScholar
Friday, October 9	Submit final Version of Genre 1 to peerScholar
Study Break	Study Break

October 19	Genre 3: Keep an on-line blog with at least one entry a week. The focus of this assignment will be writing in a variety of organization strategy, using visuals, and writing in the style require for online media. (20 %) One blog post is due on Friday of each week.
Friday, October 23	Blog post 1 is due
Friday, October 30	Blog post 2 is due
Monday, November 2,	Genre 4: Write a feature article (five pages) on a news topic of your choice incorporating research on the subject. I'll also ask you to describe the context in which you are writing, who your audience is and what your purpose is. An assignment sheet will be provided on D2L. (20 %)
Friday, November 6	Blog Post 3 is due.
Friday, November 13	Blog post 4 is due.
Friday, November 20	Genre 4 is due for peerScholar review Blog Post 5 is due
Monday, November 23	Genre 2 part 2 is due in peerScholar
Friday, November 27	Submit final version of Genre4 to peerScholar Blog post 6 is due
Monday, November 30	Genre 5: Write a Press Release for a non-profit organization that you can pretend to work for. The focus will be on format and using persuasive strategies.
Wednesday, December 2	Press Release is due in peerScholar for analysis and critique by classmates
Thursday, December 3	Due last of three analysis and critique for Genre 2
Friday, December 4	Due: Final version of Press Release in the appropriate Assignment tab. Final Blog post (7) is due
Total Grades:100 No Exam	

IMPORTANT DATES:

First Day of Classes	Tuesday, September 8, 2020
Final Day of Classes	Monday, December 7, 2020
Final Date to Register (Add)	Monday, September 21, 2020
Final Date to Withdraw (Drop)	Friday, November 6, 2020
Examination Period	Thursday, December 10, 2020 - Sunday, December 20, 2020 (11 Days)
Exam Contingency Date	Monday, December 21, 2020
Marks Due	Thursday, December 24, 2020

Assignment policies:

- 1 Please submit all assignments in Word or Pdf in the correct "Assignments" tab on the D2L site. Some assignments, such as the Blog and Genre 2 will be marked in the apps they are completed in.
- 2 The "Assignments" will be timed so that after 11:59 p.m. on the due date, no further submissions will be accepted. Late assignments will not be accepted.
- 3 Use MLA documentation method in your submissions.
- 4 Please double space your writing. No cover page is required.
- 5 If you require an extension, you must ask for one BEFORE the due date.
- 6 Exceptions to these policies are allowed only with a doctor's note or other appropriate documentation.

Course Policies

- 1 Be sure to complete assignments on your own. The same work submitted by two or more students is a form of plagiarism.
- 2 Use the writing strategies and grammar/punctuation norms covered in class.
- 3 If you miss class and haven't touched base with me about your absence, you will need to check to see if the class was recorded

Details of Assignments

The following assignments will be required in this course

- 1 Genre 1: A memo explaining your analysis of a magazine for its target audience. The assignment instructions will lead you through the areas of analysis covered in class, such as audience characteristics, level of knowledge, purpose, and context. Memo organization and format will also be part of this assignment.

- 2 Genre 2. Analysis and critique of classmates' writing. You'll primarily learn how to use the comparison-contrast rhetorical mode and your knowledge of sentence and paragraph structure to edit someone else's work, so you can edit your own.
- 3 Genre 3. Writing a blog for a target audience on a topic of your choice. You'll need to decide on topic, purpose, context for this assignment, but I will provide a list of possible topics and approaches you should use in each week's blog. The entries should be no more than three paragraphs in length.
- 4 Genre 4. Writing a Feature article for a news magazine. I'll ask you to write this article for children ages 10 – 14, who are concerned about a news story happening in November of this year. This assignment requires library research and correct documentation.
- 5 Genre 5. Writing a persuasive press release for a non-profit to attract the press to their virtual event.

Evaluation of the Assignments

Assignment	Grade	Due Date -Final
Participation, AIM Course, and Attendance	10%	Friday, December 4
Genre 1: Memo about Audience Analysis	20%	Friday, October 9
Genre 2: Three Analysis and critiques of Classmates' Writing	15 %	Monday, December 2
Genre 3. Writing a Blog for a Target Audience	20	Monday, December 6
Genre 4. Feature Article in Magazine for 10 – 14-year old readers.	20	Friday, November 27
Genre 5. Persuasive Press Release for a non-profit	15	Friday, December 4

Marking Standards

All assignments will be marked in accordance with the [English Department Marking Standards](#)¹

Collaboration/Plagiarism Rules

Plagiarism is the unacknowledged use of someone else's words and/or ideas. Not acknowledging your debt to the ideas of a secondary source, failing to use quotation marks when you are quoting directly, buying essays from essay banks, copying another student's work, or working together on an individual assignment, all constitute plagiarism. Resubmitting material you've submitted to another course is also academic dishonesty. All plagiarized work (in whole or in part) and other forms of academic dishonesty will be reported to the Dean, who is responsible for judging academic

¹ <https://www.lakeheadu.ca/academics/departments/english/marking-standards>

misconduct and imposing penalties. The minimum penalty for academic misconduct is a 0 on the assignment in question. It might also be subject to more severe academic penalties. See the Student Code of Conduct.

University Policies

- Students in this course are expected to conform to the [Code of Student Behaviour - Academic Integrity](#)⁴.
- **Accommodations:** Lakehead University is committed to achieving full accessibility for persons with disabilities in accordance with the terms². **This occurs through a collaborative process that acknowledges a collective obligation to develop an accessible learning environment that both meets the needs of students and preserves the essential academic requirements of the course.** Part of this commitment includes arranging academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you think you may need accommodations, you are strongly encouraged to contact [Student Accessibility Services \(SAS\)](#)³ and register as early as possible of the [Ontario Human Rights Code](#).

This course outline is available online through the [English Department homepage](#)⁴ and/or the [Desire2Learn or My CourseLink](#)¹ site for the course.

In ENGL 1016 FDE, in the context of remote instruction and participation, video and audio recordings of class activities will be made to ensure students' and instructors' easy and comprehensive access to those activities. The recordings are confidential and are intended only for the use of the course students and instructors. They may otherwise not be used or disclosed. During recording, to protect others' privacy, each student should ensure that no one else is present in the location where they are being recorded without that non-student's consent. The recordings are made under the authority of sections 3 and 14 of *The Lakehead University Act, 1965*. Questions about the collection of the images and sounds in the recordings may be directed to Doug Ivison, Department of English, divison@lakeheadu.ca

² <http://www.ohrc.on.ca/en/ontario-human-rights-code>

³ <https://www.lakeheadu.ca/faculty-and-staff/departments/services/sas>

⁴ <https://www.lakeheadu.ca/academics/departments/english>