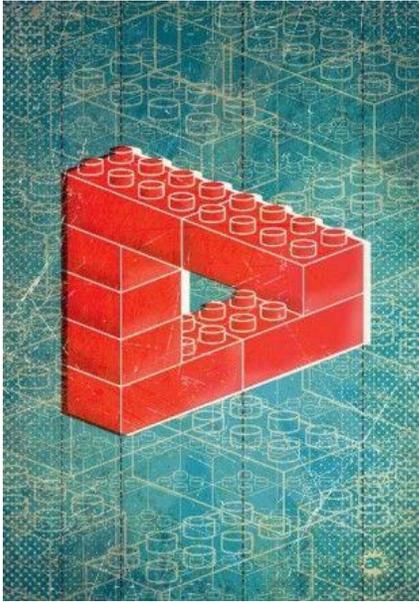


English 2311.01  
Fall, 2014

## English 2311.01 Technical and Business Writing



**Location:** Academic and Computer Resources 104

**Time:** Tuesday Thursday: 9:30-10:45

**Instructor:** Theron Francis, Ph.D.

**Email:** [tfrancis@sulross.edu](mailto:tfrancis@sulross.edu)

**Office:** Morelock 112

**Office Phone:** 8283

**Office Hours:** MW, 11 am-1 pm  
T and Th, 11 am -2 pm  
or by appointment

### Required Text

*Professional Writing Online*, by Johndan Johnson-Eilola, Patricia Sullivan, and James Porter.  
Boston: Allyn & Bacon/Longman, 2009,

*Professional Writing Online* is available at through the SRSU Bookstore in the University Center and online at

<http://www.pearsonhighered.com/educator/product/Professional-Writing-Online-Version-30/9780205652129.page>.

Be sure to purchase unopened copies of the guide because used password codes are not transferable. Keep your password in a safe place. Passwords cannot be shared.

### Course Description

English 2311 teaches students the rhetorical principles and writing practices necessary for producing effective business letters, memos, instructions, reports, and collaborative projects in professional contexts. The curriculum is informed by current research in rhetoric and professional writing and is guided by the needs and practices of business, industry, and society at large, as well as by the expectations of SRSU students and programs. English 2311 should take place in a networked computer classroom to ensure that students taking the course are prepared for the writing environment of the 21st-century workplace. The course teaches the rhetorical principles that help students shape their professional writing ethically, for multiple audiences, in a variety of professional situations.

### Departmental ENG 2311 Course Objectives

1. Interpret and analyze texts for various audiences
2. Develop persuasive strategies
3. Strengthen collaborative writing skills and
4. Experiment with written genre and multiple media in the fields of technical and business writing.

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The course promotes skills in the following areas:

### **The Writing Process**

Developing and understand various strategies for planning, researching, drafting, revising, and editing documents that respond effectively and ethically to professional situations and audiences.

### **Writing in Context**

Analyzing professional cultures, social contexts, and audiences to determine how they shape the various purposes and forms of writing, such as persuasion, organizational communication and public discourse.

### **Research**

Understanding and using various research methods to produce professional documents, including analyzing professional contexts, assessing and using information resources, and determining how various media and technologies affect and are affected by users and readers.

### **Technology**

Developing strategies for using and adapting various communication technologies to manage projects and produce informative and usable professional documents.

### **Document Design**

Learning to argue with visual data, understanding and implementing various principles of format, layout, and design of professional documents that meet multiple user and reader needs.

### **Within the SRSU English program, graduating students will demonstrate that they can,**

1. Construct essays that demonstrate unity, organization, coherence, and development
2. Analyze literary works by applying principles of literary criticism or theory
3. Produce research papers that demonstrate the ability to locate a variety of acceptable sources, employ them effectively through quotations or paraphrases, integrate them smoothly into the writer's own prose, and document them correctly using MLA format
4. Demonstrate creativity or originality of thought in written or multimedia projects
5. Compare/contrast and analyze major works and periods within World, English, and American literature.

### **Attendance and Class Participation**

The class participation grade will be determined by

- a. Attendance
  - b. Participation in classroom discussion and problem solving.
  - c. The help you give to others in conferencing and editing.
- (100 total points)

### **Attendance Policy**

Two absences are permitted during the semester. One letter grade will be subtracted from the Class Attendance percentage for each additional absence. **More than six (6) unexcused absences will result in the student being dropped from the course with a failing grade.** Absences resulting from required school activities, direct personal emergencies, or health issues will be excused--but you must notify the instructor within one week of the absence and make up any class work in a timely manner.

### **Professionalism**

Professionalism is always being present, punctual and prepared to participate in the business of the class. Because this is a business writing course, most projects will be collaborative. If a team member proves not to be reliable, the other team member can remove him from the group. Because the student failed to contribute to the team, even if they complete the project independently, their grade will be lowered. The success of this course depends upon everyone

participating in classroom discussion. As a result, 10% of your course grade will be rewarded for the quantity and quality of your class participation. Your attendance, the degree to which you support the efforts of other students in class, and your own effort will also be considered as a part of this grade.

### **Classroom Etiquette**

The course content is relevant to your undergraduate study as well as your lives. Class time will not be wasted. Also, your peers and professor will appreciate respect and courtesy. So avoid behaviors that might offend or disrupt others (like cell phones and early departures). Please also be careful to avoid excessively argumentative, sexist or racist language that may offend others and undermine the free exchange of ideas. Sexual harassment among students also threatens each student's sense of security. Anyone can make a mistake now and then, but repeated insensitivity to others will result in being asked to drop the course.

## **PROJECTS**

### **1. Quizzes on Readings from PWO (100 points)**

There will be weekly quizzes on readings from textbook Professional Writing Online. The quizzes will be online through Blackboard. They will cover material which is linked on Blackboard through the 2304 Course Reading Calendar. Quizzes will be open for only two weeks.

### **1. Employment Project (300 points)**

For Project 1, you will be asked to locate two jobs for which you are or will be qualified and develop a portfolio of employment documents for two hypothetical applications. Step 1 of the project asks you to learn about and use various web-based resources for job seekers and select two jobs to pursue. Step 2 asks you to prepare cover letters (i.e., "Job Application Letter"). Step 3 asks you to prepare a resume/s suitable for the positions. In Step 4, you will assess your experience in a "Project Assessment Document." In the process of completing each step, you will work closely with your peers and me to shape your writing so that it represents you and your qualifications fully and effectively, given the rhetorical circumstances.

### **2. Instructions Project (200 points)**

Giving special attention to graphics and layout, compose a brief instruction manual showing how to do something, how to assemble something or how something works. Prior to the project, analyze the rhetorical and design strategies in one example of instructions you find yourself. The project can convey a skill or a kind of technical knowledge. Then perform a usability study, testing to see if some is able to follow your instructions. Select an instructions project which in some way serves the needs of your client in the service learning project. There will also be a preliminary exercise which uses Legos or another form of module.

1. Examining Examples to Show Do's & Don'ts (50)
2. Lego Instructions with Usability Study (75)
3. Instructions related to Potential Client (50)
4. Instructions Portfolio Cover Memo (25)

### **3. Service Project (300 points) – Team Project**

Compose a research report that can fit into one of several different genres, such as a recommendation report, a white paper, an informative brochure, a position letter or a proposal. This project will be completed in several phases through the course of the semester. If tasks overlap, time management will be planned through using a Gantt chart, which will be included in the team's project proposal.

The Service Learning Project contains the following sub-projects:

**1. Project Proposal**

- a. Summary of the type of writing project decided upon with the client, a list of work responsibilities for each member of the team, and a Gantt chart showing which tasks will be finished at what date.
  - b. Client Field Research Memo: an analysis of a professional context which includes the results of an interview, an analysis of documents used by the client of model documents using ISIS (image, structure, information, style), and an observation of the client's place of business. (100)
2. A graphic done by each student, illustrating an important idea in your report. (50)
  3. A presentation to the client. (50)
  4. A section of a larger report completed collaboratively as a team (100)

**Some Possible Service Learning Projects**

1. Bicycle advocacy and project proposals for the Big Bend region (see Adventure Cycling Project).
2. Ballot redesign project: evaluate accessibility and reliability of voting methods in the region and compose a recommendation report for changes in technology and procedures.
3. Publicity Materials and a promotional campaign for the Alpine Community Garden.
4. A Usability Study and Recommendation Report for the SRSU Library's website.
5. Carbon Footprint Reduction Campaign for SRSU, any SRSU department, or a local corporation. (See Carbon Footprint Reduction Campaign)
6. Proposal to Study Economic feasibility of Municipal Wi-Fi
7. Environmental Impact Position Statement (See Poly Chemical Risk Assessment)
8. E-Commerce recommendation report for a regional non-profit organization or SRSU student organization.
9. Sports equipment safety standards proposal for a SRSU or other local sports team. (See NCAA Bats Standards Case)

**GRADING**

You can earn up to 1000 total possible points. The number of points needed to earn the following grades are: 900-1000=A, 800-899=B, 700-799=C, 600-699=D, 0-599=F.

Projects	Due Date	%	Points
Quizzes (3)	End of each Unit	10	100 (20 points each)
Employment Project	September 30	30	300
Instructions	October 28	20	200
Service Learning Project	December 9	30	300
Class Participation		10	100
Total Points Available		100	1000

**DEADLINES**

Unless otherwise specified, all assignments will be turned in at the beginning of class on their due dates. All alternative arrangements must be approved before the relevant deadline. Late work without previous arrangement with me will only be accepted upon demonstration of extenuating circumstances.

**Blackboard**

If you confront technical issues which interfere with your ability to use Blackboard, contact the LTAC (Lobo Technology Assistance Center) at 432-837-8888 or <https://techassist.sulross.edu>

**Accommodating Students with Disabilities**

In compliance with the Americans with Disabilities Act, Sul Ross State University provides reasonable accommodations to students with disabilities. If you would like to request such accommodation because of a physical, mental, or learning disability, as soon as possible please contact Counseling and Accessibility Services:

Mary Elizabeth Schwartz  
Accessibility Services Coordinator  
Counseling and Accessibility Services  
Ferguson Hall Rm. 122  
432-837-8399  
[mschwartz@sulross.edu](mailto:mschwartz@sulross.edu)

**Writing Center and Academic Learning Center**

The Writing Center is located in MAB 102 and the Academic Learning Center is located in FH 213. Tutors are available to help you with any problems you may have with an assignment. Take advantage of this service any time you need help. The tutors are there for you. You may contact the Writing Center at extension 8270 and email [writing@sulross.edu](mailto:writing@sulross.edu)

**Plagiarism and Academic Integrity**

Dishonest acts, such as plagiarism (using words or a specific author's ideas from another source without acknowledging the source) or collusion (having other people write parts of your paper for you), may result in an "F" on the assignment and may lead to a disciplinary hearing conducted through the office of the Dean of Students, which could result in suspension or expulsion from SRSU. If you have questions about whether your use of other sources (such as books, websites, friends, or Writing Center tutors) is fair or not, please ask before turning in the work that you have a question about.

**Course Calendar**

<b>Dates</b>	<b>Activities</b>	<b>Readings to Discuss</b>	<b>Objectives, Resources and Due Dates</b>
Week One			
<b>Unit One: Employment Project</b>			
T 8.26 Th 8.28	Introduce Course & Employment Project Begin Resumes		See PWO: Projects Job Application & Job Research
Week Two			
T 9.2  Th 9.4	Discuss Rhetoric of PW and the Complex Nature of Writing  Discuss 1. Professional Writing 2. Technology	PWO: (Professional Writing Online) <b>Principles</b> Rhetoric of Professional Writing Complex Nature of Writing <b>Principles</b> Terminology: What is Professional Writing?	9.3 Last Day for Registration  Introduce Job Search Resources  <b>PWO</b>

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	3. Types (Genres)  Form Groups  Research Job Ads	Technology & Writing Types of Documents  <b>Documents</b> Searching for Jobs	Resources for Job Seekers  <b>Resources</b> Job and Career Resources  SRSU employment resources
Week Three			
T 9.9    Th 9.11	Resume Style  Drafting a resume  Keyword pre-writing   PWO on Resumes	<b>PWO Principles</b> Understanding Readers  <b>Documents</b> Resumes  <b>Documents</b> The Rhetoric of Employment Documents  Shaping Texts	<i>Week's Objective:</i> <i>Complete a resume</i>  <b>PWO Documents</b> Employment Document Samples and Templates
Week Four			
T 9.16   Th 9.18	Discuss Letter Style, Survey examples  Resume 2-minute test  Brief Peer review of your letters	<b>PWO Documents</b> Rhetoric of the Job Application Letter  <b>Principles</b> Rhetoric of the Letter	<i>Week's Objective:</i> Write two letters of application and begin to critique them.
Week Five			
T 9.23   Th 9.25	Further Peer Review of Your Letters  Memo Style  Peer Review Reflective Memo  Project checklist	<b>PWO Documents</b> Memos and Email  <b>Principles</b> Style and Editing	<i>Week's Objective:</i> Complete the reflective memo on the different rhetorical strategies you used in your two letters.  Organize and revise your Employment Project portfolio

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Week Six			
<b>Unit 2: Instructions Portfolio</b>			
T 9.30	Employment Project Due	<b>PWO Documents</b> Instructional Documents	<b>Due: Employment Portfolio</b> <ul style="list-style-type: none"> <li>• 2 job ads</li> <li>• A reflective memo on how you wrote the letters</li> <li>• 2 letters of application</li> <li>• a resume</li> </ul> <i>Week's Objective:</i> Collect exemplary instructions
Th 10.2	Critique Instructions  Write a list of Do's and Don'ts for Instructional Design	<b>Principles</b> Designing and Writing Instructions	
Week Seven			
T 10.7	Lego Instructions	<b>PWO Projects</b> Lego Model Documentation	<i>Week's Objective:</i> Practice composing instructions
Th 10.9	Draft Lego Instructions	<b>Principles</b> Usability Testing	Submit brief instructions proposal memo
Week Eight			
T 10.14	Plan Usability Test of Lego Project		Begin client field research
Th 10.16	Introduce Service Learning Project  Perform Usability Testing		
Week Nine			
T 10.21	Design draft of Applied Instructions which could be useful to your client	<b>PWO Principles</b> Social and Cultural Issues	
Th 10.23	Revise Lego Instructions after Usability Test  Research and begin contacting potential clients	<b>Principles</b> Workplace Writing	

	Revise applied instructions		
Week Ten			
<b>Unit 3 Service Learning Project</b>			
T 10.28	Draft Cover memo for Instructions Portfolio	<b>Principles</b> Managing Projects	<b>Due Instructions Portfolio</b> Containing: 1. Analysis of an Example 2. Lego Instructions 3. Usability Test Results 4. Applied Instructions 5. Cover Memo  Submit project peer evaluation forms  <i>Week's Objective:</i> 1. Complete ISIS Report 2. Select Client and Complete Analysis of the Professional Context  Tuesday: Submit client field research memo  Thursday: Submit team ISIS report, comparing sample professional documents
Th 10.30	Managing Team Projects  Begin Client Analysis and Proposal Memo  ISIS Analysis of Two Professional Documents (Genre depends on client needs)  Team Research and Writing		
Week Eleven			
T 11.4	Organizing arguments	<b>PWO:</b> <b>Principles</b> Building Arguments  Arranging Information	Week's Objective: Submit Project Proposal  Thursday: Project proposal due.
Th 11.6	Team research and Writing		
Week Twelve			
T 11.11	Layout		Last Day to Drop with W
Th 11.13	Team collaboration in lab		

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Week Thirteen			
T 11.18	Using Graphics	<b>PWO Principles</b> Constructing Visuals, etc	<b>PWO Resources</b> Graphics and Visuals
Th 11.20	Team design work Peer Review Visual		<i>Week's Objective:</i> Each student completes a well-designed, logical graphic
Week Fourteen			
T 11.25	Making Presentations and Preparation	<b>PWO Principles</b> Oral Presentations	<i>Week's Objective:</i> Prepare for presentations
Th 11.27 Thanksgiving	No Class		
Week Fifteen			
T 12.2	Presentations		<i>Week's Objective:</i> Give presentations to clients and class Submit final peer evaluation form
Th 12.4	Dead Day		
Week Sixteen			
Tuesday 12.9 Final Exam, 8 a.m.	Presentations  Submit Service Learning Project with <ol style="list-style-type: none"> <li>1. Evidence of submission to client</li> <li>2. Reflective Cover Letter</li> <li>3. Plan for Project Extension: Proposal for future service work with client.</li> </ol>		