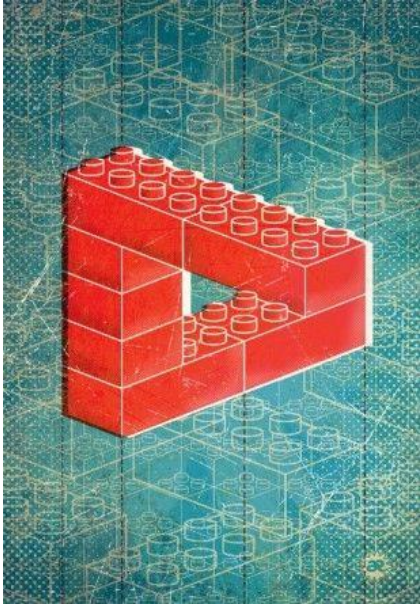


## English 2311.2W1

## Technical and Business Writing



**CRN: 31145**

**Location: Asynchronous, Web-Delivered**

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

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

### Course Description

English 2311 teaches the rhetorical principles and writing practices necessary for producing effective business letters, memos, instructions, reports in professional contexts (SLOs 1,2,3). 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 in general, as well as by the expectations of SRSU students and programs (SLOs 1,2,3). English 2311 takes place in a networked computer classroom or utilizes a wide-range of online resources for online students to ensure that students taking the course are prepared for the writing environment of the 21st-century workplace (SLO 4). The course teaches the rhetorical principles that help students collaboratively shape their professional writing ethically, for multiple audiences, in a variety of professional situations (SLOs 2, 3).

### Textbook

**No Textbook Required**

### Optional Reference Resource:

**Johnson-Sheehan, Richard. *Technical Communication Today*. Pearson, 2010  
ISBN: 0134425731 – an e-textbook.**

No assignments in the course are related to the above textbook. The textbook, however, does provide good examples of the types of writing used in technical writing, and its discussion of the forms is astute. Examples of types of writing will be provided on Bb; therefore, this textbook, although useful, is not necessary.

### Course Learning Outcomes

1. Interpret and analyze texts for various audiences
2. Develop persuasive strategies
3. Strengthen collaborative writing skills and
4. Experiment with writing and multimedia in the genres of technical and business writing.

**Marketable Skills:**

1. Students will communicate effectively in writing and speaking.
2. Students will use different research strategies to address problems and develop ideas that engage a variety of perspectives.
3. Students will recognize how social and cultural contexts shape meaning and language.

**English (Undergraduate) Student Learning Outcomes**

**SLO 1** – Students will be able to construct documents that demonstrate unity, organization, coherence, and development, and are grammatically correct.

**SLO 2** – Students will be able to analyze and interpret literary works by applying principles of critical thinking, literary criticism, or theoretical engagement.

**SLO 3** – Students will be able to produce researched documents that demonstrate the ability to locate a variety of credible sources, employ them effectively through quotations and paraphrases, integrate them smoothly into the writer’s own prose, and document them correctly using the style appropriate to the document.

**The course promotes skills in the following areas:**

**1. 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.

**2. 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.

**3. 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.

**4. Technology**

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

**5. 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.

**Core Curriculum Assessment Criteria for 2021-2022 Courses**

- Critical Thinking. Students will develop critical thinking skills to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.
- Empirical & Quantitative Skills. Students will develop empirical and quantitative skills to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusion

### **Distance Education Statement**

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are located in the student handbook.

### **BB Collaborate Class Attendance Policy**

Because this course is asynchronous, attendance is not required. Assignments will be introduced via announcements on Bb. Communication will take place through email. All materials are provided through Bb.

### **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 and Counseling Services**

Any student who because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make necessary arrangements. If an accommodation is needed, students must present their accommodation letter, obtained from Accessibility Services, as soon as possible. Please note that instructors are not permitted to provide classroom accommodations to a student until the appropriate verification has been received. Accessibility Services is in Ferguson Hall room 112. You can make an appointment by calling Mary Schwartze Grisham at 432 837-8203.

### **SRSU Library Services**

The Bryan Wildenthal Memorial Library in Alpine. Offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, [library.sulross.edu](http://library.sulross.edu). Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email ([srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu)), or phone (432-837-8123).

### **Tutoring at the English Department's Online Writing Center**

The English Department provides tutoring through Blackboard Collaborate. I will assign extra credit for major assignments receiving feedback from the tutors in the English Department's Online Writing Center.

### **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.

### **Incompletes**

Incompletes will only be granted if there is a valid reason why the student is unable to complete the course work and at least 50% of the course assignments are completed.

## **PROJECTS**

### **1. Employment Project (320 points)**

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 resume/s suitable for the positions. Step 3 asks you to prepare cover letters (i.e., "Job Application Letters"), each of which are "tailored" to its audience. In Step 4, you will assess your experience in a "Project Assessment Document," which is in memo format (header with to, from, date, re and block paragraphs with headings)

#### **Elements of the Employment Project**

1. Cover Memo, explaining how you adapted your two letters differently for the two different audiences and why (Project Assessment Document). 500 points
2. Two contrasting letters of application. 100 points
3. One resume. 100 points
4. Three pre-writing activities (70 points; 10 points each)

### **2. Instructions Project (250 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.

#### **Elements of the Instructions Project**

1. Examining Examples to Show Do's & Don'ts (50)
2. Lego Instructions with Usability Study (150)
3. Reflective Memo on your Lego Instruction design with Usability Test results (50)

**3. White Paper Research Project (380 points total)**

For the third project, you will be asked to do web-based research (and perhaps some library research) and to write an informative report about any issue important to you or your field of study. This project will have six phases:

Elements of the White Paper Project

1. A rhetorical analysis of two published white papers using the ISIS for analysis. (100)
2. A statement of purpose (30)
3. Annotated Bibliography (100). Critical summaries of 3 sources.
4. A graphic illustrating an important idea in your report (50 submit as draft)
5. A well-designed final report with graphics and bibliographical citation of sources (150)

**4. Final Exam (50 points)**

The final exam is the end of course assessment. It is intended to show improvement in writing skills by comparison with the beginning-of class assessment.

**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	%	SLOs	Points
<b>Employment Project</b>		<b>37</b>	<b>1-5</b>	<b>320</b>
Resume	7.19	10		100
Two Letters of Application	7.24	10		100
Reflective Memo	7.26	5		50
7 worksheets and two job ads	7.14-25	7		70
<b>Instructions Project</b>		<b>25</b>	<b>1-5</b>	<b>250</b>
Do's & Don'ts Guide	7.27	5		50
Lego Instructions	8.1	15		150
Reflective Memo on Lego Instructions	8.1	5		50
<b>White Paper Project</b>		<b>33</b>	<b>1-5</b>	<b>380</b>
ISIS Memo	8.3	5		50
Statement of Purpose	8.4	3		30
Annotated Bibliography: 3 sources	8.9	10		100
Graphic	8.11	5		50
White Paper, 2-3 pages	8.14	10		150
<b>Final Exam</b>	8.15	<b>5</b>		<b>50</b>
Total Points Available		100		1000

**COURSE CALENDAR**

Dates	Activities	Project Due Dates	Resources
<p><b>Week 1</b></p> <p><b>Unit 1 Employment Portfolio</b></p> <ol style="list-style-type: none"> <li>1. Introduce course</li> <li>2. Find two job ads</li> <li>3. Begin designing resume</li> </ol>			
7.10 M	Introduce Course & Employment Project		
7.11 T	Rhetoric of Professional Writing and its Types  Begin Job Search	Objective: Find job ads for two separate jobs you are qualified for now.	Search sites on Bb  SU Career Services <ul style="list-style-type: none"> <li>• SR Job list</li> <li>• Job search engines</li> </ul>
7.12 W	Begin Resume Design Contents <ul style="list-style-type: none"> <li>• Header</li> <li>• Objective</li> <li>• Education</li> <li>• Experience, etc.</li> <li>•</li> </ul>	Upload two job ads for positions you are qualified for now (Upload in worksheets folder as submission #1)	
7.13 TH	Resume Design Using a table to create a grid for layout Design concepts <ul style="list-style-type: none"> <li>• White space</li> <li>• Hierarchy</li> <li>• Symmetry</li> </ul>		Resume Examples on BB
7.14 F	<b>Understanding Readers in Professional Writing</b> <ul style="list-style-type: none"> <li>• Multiple, diverse readers</li> </ul>	<b>Worksheet 2 Due: Self-Assessment of Skills, Goals and Experiences</b>	OWL, see Bb for links

	<ul style="list-style-type: none"> <li>Key words and mirroring the culture of the employer.</li> </ul>		
<b>Week 2</b> <b>Unit 1 Employment Portfolio</b> Part 1. Compose resume Part 2. Write two letters of application and begin to critique them.			
7.17 M	Detail and Conciseness	<b>Worksheet 3 Due: Key Word Assessment</b>	
7.18 T	Fonts and other design features		
7.19 W	<b>Rhetoric of Letters Format</b> <ul style="list-style-type: none"> <li>Left justification</li> <li>Block paragraphs</li> <li>Single spacing</li> </ul> <b>Content</b> <ul style="list-style-type: none"> <li>Header</li> <li>Intro</li> <li>Education</li> <li>Experience</li> <li>Extracurricular</li> <li>Conclusion</li> </ul>	<b>Resume Due</b>  <b>Worksheet 4 Due: Resume Peer Review</b>	<b>Examples of job application letters in Bb</b>  OWL, see Bb for links
7.20 TH	Discuss Letter Style, Survey examples in Bb	<b>Worksheet 5 Due: Tailoring</b>	
7.21 F	Organization and PIE in paragraph structure	<b>Worksheet 6 Due: Peer Review for Letters of Application</b>	
<b>Week 3</b> <b>Unit 1 Employment Project</b> Part 3. Write reflective memo comparing two job letters.  <b>Unit 2 Instructions --Begin</b> Part 1. Compose Memo on Do's and Don'ts for Instructions			
7.24 M	Style and editing	<b>Two Letters of Application Due</b>	
7.25 T	Memos & Email Format	<b>Worksheet 7 Due: Cover memo pre-writing worksheet</b>	At the end of the unit you should have submitted:

			<ol style="list-style-type: none"> <li>1. A Cover Memo (50)</li> <li>2. Two Letters of Application (100)</li> <li>3. A resume (100)</li> <li>4. 6 worksheets (60)</li> <li>5. two job ads (10)</li> </ol>
7.26 W	<p>Introduce Instructions Project</p> <p>Part 1: Write a list of Do's and Don'ts for Instructional Design</p> <p>Find two real-world sets of instructions and list five things that make the good set of instructions easy to follow and five things that make the bad instructions hard to follow.</p>	<p><b>Reflective Cover Memo Due</b></p> <p>The reflective cover memo should show how your two letters are adapted to their two different audiences by discussing 4 rhetorical features in the letters:</p> <ol style="list-style-type: none"> <li>1. Main argument</li> <li>2. Evidence</li> <li>3. Tone &amp; Style</li> <li>4. Word choice</li> </ol>	<p>Examine instructions you find in print or online and write a list of what to do and what not to do in instructions design. These are instructions on designing instructions with good and bad examples.</p>
7.27 TH	<p>Designing Instructions</p> <p>Basic elements of design</p>	<p><b>Due: Does &amp; Don'ts for Instruction Design</b></p>	
7.28 F	<p>Part 2a. Legos: Design instructions for a Lego creation</p> <p>Draft Instructions</p> <p>Select a format:</p> <ul style="list-style-type: none"> <li>• Word</li> <li>• PowerPoint</li> <li>• Video</li> <li>• CAD</li> </ul>		<p>Examples of student instructions on Bb</p>
<p><b>Week 4</b></p> <p><b>Unit 2 Instructions</b></p> <p>Part 2. Design instructions for Legos</p> <p>Part 3. Design a set of applied (useful) instructions</p> <p><b>Unit 3 White Paper Project—Introduction</b></p>			



<p>Part 1. ISIS Memo on two examples of White Papers</p> <p>Statement of Purpose for White Paper—A well-designed informative report giving background on a topic.</p>			
7.31 M	Part 2b. Usability Test of Lego Project		
8.1 T	Part 2c. Reflective memo on your Lego instructions,	<b>Submit</b> <b>1. Lego Instructions</b> <b>2. Reflective Memo containing usability test results.</b>	
8.2 W	<p>Introduce the White Paper Project and ISIS Memo</p> <p>White papers-also called backgrounders-are informative reports</p>		<p>Last Day to drop with W</p> <p>See sample white papers in Bb under ISIS project. Compare rhetoric of two for ISIS memo. The ISIS worksheet serves as the assignment and guide for writing the ISIS memo.</p>
8.3 TH	<p>ISIS</p> <ul style="list-style-type: none"> <li>• Image</li> <li>• Structure</li> <li>• Information</li> <li>• Style</li> <li>•</li> </ul>	<b>ISIS Memo Due</b>	
8.4 F	<p>Statements of Purpose</p> <p>Select a topic on a relevant issue relevant to you.</p>	<b>White Paper Statement of Purpose Due</b>	
<p><b>Week 5</b></p> <p><b>Unit 3 White Paper Project</b></p> <p>Part 2. Annotated Bibliography of three sources</p> <p>Part 3. Graphic</p>			
8.7 M	<p>Building Arguments</p> <p>Introduce Annotated Bibliography</p>		OWL, see Bb for links

8.8 T	Research and Citing Sources APA Syle		
8.9 W	White Paper Project Part 2: Annotated Bibliography (3 sources) Annotations summarize and critique.	<b>Annotated Bibliography Due (3 sources with a critical annotation for each)</b>	
8.10 TH	Part 3: Designing a Graphic		
8.11 F	Labeling Graphics  Editing	<b>Graphic Due</b> This can be a draft of an original graphic. Typically they convert statistics into a pie, bar, or line chart.	
<b>Week 6</b> <b>Unit 3 White Paper Report</b> Part 2: Annotated Bibliography Part 3: Graphic Part 4: Completed White Paper <b>Final Exam</b>			
8.14 M	Review of technical writing format.	<b>White Paper Report Due</b> <ul style="list-style-type: none"> <li>• 2-3 Pages</li> <li>• Business Format</li> <li>• Graphic</li> <li>• Cover Page</li> <li>• APA citation style</li> </ul>	
8.15 T	Final Exam submitted online		
8.16 W			Grades submitted to Registrar