FITCHBURG STATE UNIVERSITY

ENGL 3860 - Writing for Organizations

Semester/Day(s) 2021 summer

Number of Credit Hours: 3

Instructor: Joseph Bowling
Office:
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Office Hours:

OFFICIAL COURSE DESCRIPTION:

This class is designed to prepare you for the different kinds of writing and communication in your future workplace. These kinds of writing could be emails with potential clients, presentations with visuals, manuals/guidebooks, proposals, and models. This course focuses on preparing you to present specialized information (where we get the "technical") in a clear and accessible way to your audience. Further, you will develop familiarity with specific writing contexts within your own fields of study and will gain experience communicating technical information to non-technical audiences. This course also emphasizes document design, visual rhetoric, and digital research methods in designing, developing and delivering documents.

COURSE GOALS AND LEARNING OBJECTIVES:

By the end of the semester, you should be able to:
   • Communicate effectively and work collaboratively
   • Identify, analyze, and target readers/listeners
   • Articulate your communication purpose and employ appropriate rhetorical strategies in the service of that purpose
   • Demonstrate facility with ideas and language
   • Analyze and synthesize information in sophisticated and complex rhetorical/logical structures
   • Devise and employ effective document design
   • Know and be able to modify conventional formats such as manuals, technical reports, and other standard professional documents
   • Conduct relevant, digital, and innovative research, both primary and secondary
   • Understand and implement appropriate strategies for gathering information
   • Integrate the ideas and language of various sources
   • Document sources and research professionally

INSTRUCTOR'S ATTENDANCE POLICY:

Attendance to all class meetings is mandatory. If have to miss a class, you must contact me before the absence. After three absences, each subsequent absence will decrease your course grade by a half-letter grade.

TEXTS:

All readings will be shared as pdfs, primarily from Mike Markel's *Practical Strategies for Technical Communication*.

ASSESSMENTS/COURSE REQUIREMENTS:

You will be expected to:

1. Attend all class meetings, prepared.

2. Participate actively and constructively in class discussions.

3. Participate in writing exercises during class and outside of class.

4. Participate in draft workshops and group work (a draft for workshop must be a complete draft: it has a beginning, middle, and end and is ready to share).

5. Submit all work on time (on the hour/day it is due; late papers will normally be docked half of a letter grade per day, unless you communicate with me ahead of time for an extension before the due date).

Assignments and grade distribution:

15 % Class participation (engagement, involvement in small and large group discussions, readings)
20 % Peer Review
15 % Cover Letter
15 % Resume
15 % Manual/User Guide
10 % Collaborative Proposal
15 % Collaborative Presentation

COURSE OUTLINE:

NB: the instructor will include supplemental readings for exercises in class not listed below.

Week One of Class

Monday, 7/12: Introductions. Discuss syllabus. Introduction to Technical Communication.

Tuesday 7/13: Read Markel, Ch. 1 & 2 (PDF-Handout) In class: Discuss Ethics & Debate Ethical Situations in the Workplace.

Wednesday, 7/14: Read Markel's "Presenting Yourself Effectively"

Thursday, 7/15: Read Markel's "Writing Resume's"

Week Two of Class

Monday, 7/19: read Markel, "Writing Job Application Letters"

Tuesday, 7/20: workshopping resume and application letters

Wednesday, 7/21: read Markel, "Writing Informational Reports"

Thursday, 7/22: read sample reports; final resume and application due

Week Three of Class

Monday, 7/26: workshopping report drafts

Tuesday, 7/27: read Markel, "Writing Definitions, Descriptions, and Instructions"

Wednesday, 7/28: read Markel, "Writing Manuals"

Thursday, 7/29: workshop manuals in class

Week Four of Class

Monday, 8/2: read handout on conducting research; read Markel, "Writing Collaboratively" and "Writing Proposals"; **manual due**

Tuesday, 8/3: read sample proposals

Wednesday, 8/4: collaborating on proposals in class

Thursday, 8/5: read Markel, "Making Oral Presentations"; **collaborative proposals due**

Week Five of Class

Monday, 8/9: designing online component of presentation

Tuesday, 8/10: in-class workshop on presentation

Wednesday, 8/11: final project presentations 1

Thursday, 8/12: final project presentations 2

FITCHBURG STATE UNIVERSITY UNDERGRADUATE GRADING POLICY

4.0	**A**	**95 – 100**
3.7	**A-**	**92 – 94**
3.5	**A-/B+.**	**89 - 91**
3.3	**B+**	**86 – 88**
3.0	**B**	**83 – 85**
2.7	**B-**	**80 – 82**
2.5	**B-/C+**	**77 – 79**
2.3	**C+**	**74 – 76**
2.0	**C**	**71 – 73**
1.7	**C-**	**69 – 70**
1.5	**C-/D+**	**67 – 68**
1.3	**D+**	**64 – 66**
1.0	**D**	**60 – 63**
0.0	**F**	**0 – 59**
-	**IN**	**Incomplete**
-	**IP**	**In Progress**
-	**W**	**Withdrawn**

CLASS POLICIES:

- o Policy on work handed in late and make up examinations (if applicable).
- o Any special rules, regulations or procedures
- o Statement indicating each student is responsible for completing all course requirements and for keeping up with all activities of the course.

POLICY ON DISABILITY

If you need course adaptations or accommodations because of a disability, if you have emergency medication information, or if you need special arrangements in case the building must be evacuated, please make an appointment at the beginning of the course to talk with me. It is important that the issues relating to disabilities be discussed with me as soon as possible.

GRADE APPEAL

If you disagree with the evaluation of your work or believe an improper grade has been assigned, an appeal may be followed. Please discuss the matter with the instructor and refer to the Fitchburg State University Grade Appeal Policy in the university catalog.

ACADEMIC INTEGRITY POLICY

The faculty at Fitchburg State University require that work submitted in fulfillment of course requirements will be solely that of the individual candidate and all other sources will be cited appropriately. University Academic Integrity Policy, as outlined in the University Catalogue, will be strictly adhered to.

DISTANCE LEARNING & EXTENDED CAMPUS LIBRARY SERVICES

The Gallucci-Cirio Library at Fitchburg State University provides a full range of library services including borrowing privileges; document delivery (books and articles mailed to your home); Interlibrary Loan; reference assistance via: phone, email, IM, Blackboard's Collaboration and Elluminate tools, Skype and in-person; library instruction; research help and more. Any questions relating to library services should be directed to the Linda LeBlanc, Access Services Librarian, at 978-665-3062 or dllibrary@fitchburgstate.edu. There is also a special section for Distance Learning and Extended Campus Services at http://fitchburgstate.libguides.com/dlservices outlining the wide range of services available to you and how to access them.