

**Communications Studies (COMS) 363 - Lecture 20**  
**Professional and Technical Communication**  
**Spring 2012**  
**May 9 to June 22, 2012**

**Lecture**  
**Monday 9:00 – 11:50, SS010**

**Lab**  
**Wednesday 9:00 – 11:50, Lab SS018**

**Statutory Holiday (no classes): May 21**

**Instructor:** Caroline Banner  
**Office Location:** SS209  
**Office Phone:** N/A  
**E-Mail:** cnbanner@ucalgary.ca  
**Web Page:** Blackboard  
**Office Hours:** Monday 12 – 1 or by appointment.

### **Course Description**

Communications Studies 363 is an introduction to professional and technical communication, both written and oral. Students will learn the rhetorical dimensions of workplace settings as well as the process of planning, composing, and delivering professional and technical communication for various audiences. Students will gain knowledge and skills in writing across genres and disciplines through inquiry-based strategies and collaborative projects.

### **Objectives of the Course**

By the end of this course, students will learn to:

- Understand the importance of communicating effectively in the workplace and beyond
- Think critically and read critically
- Communicate effectively through oral presentations and written documents
- Research complex problems and situations individually and collaboratively
- Produce written documents that are focused, coherent, and readable

## Internet and electronic communication device information

Please be courteous. Cell phones must be put away at the start of class. There will be no texting, twittering, emailing, and so on during this class. Please respect your classmates' right to hear class material.

## Textbooks and Readings:

Tebeaux, E. & Dragga, S. (2012). *The Essentials of Technical Communication* (Second Edition). New York & Oxford: Oxford University Press.

## Assignments and Evaluation

<u>Assignment</u>	<u>Due Date</u>	<u>Value</u>
In-class lab assignments (4 x 5%)	On-Going	20%
Professional correspondence	May 28	15%
Group project proposal	May 30	5%
Quiz	June 4	10%
Illustration assignment	June 6	15%
Group project report	June 20	25%
Group oral presentation	June 18, 20	10%

It is the student's responsibility to keep a copy of each submitted assignment.

Note: All assignments are due in class. Assignments are to be handed in, in hard copy, on the due date. Please do not send email attachments: assignments will not be accepted in this form. Please hand in your assignments directly to your instructor. If it is not possible to do so, a daytime drop box is available in SS320; a date stamp is provided for your use. A night drop box is also available for after-hours submission. Assignments will be removed the following morning, stamped with the previous day's date, and placed in the instructor's mailbox.

Professional correspondence:

Write two letters and one memo responding to an assigned scenario.

Quiz:

Short answer and multiple choice questions on this quiz will make you think about and apply the information from your text, readings, and discussions.

Illustration assignment:

You will choose a visual and discuss its effectiveness using criteria studied in the course.

Group project proposal / report / presentation:

After receiving approval for the topic for a recommendation report, each group will write a 3 – 5 page proposal. The proposal will include the work to be done, the areas of responsibility of each group member, and the expected outcomes.

The recommendation report will be a 15 – 20 page report, containing text and visuals, demonstrating the group's research and analytical skills. The report needs to be properly formatted and all sources correctly cited.

The group presentation will summarize the group's recommendation report. It will include a PowerPoint slide show. Each group member will speak for 3 – 5 minutes.

**Registrar-scheduled Final Examination:** No

Please note: If your class is held in the evening, the Registrar's Office will make every attempt to schedule the final exam during the evening; however, there is NO guarantee that the exam will NOT be scheduled during the day.

### **Policy for Late Assignments**

If you are worried that you might not be able to complete an assignment on time, please contact me at least one class period before the assignment is due so that we may attempt to resolve the problem. It is bad manners and poor strategy to ask for an extension on or after the due date. Such requests will not be granted.

Assignments submitted after the deadline may be penalized with the loss of a grade (e.g.: A- to B+) for each day late.

### **Additional Information**

Because you are responsible for all material covered in class, attending all classes is strongly recommended. If lectures or readings are missed, you must make your own arrangements to catch up.

I will not edit drafts of your assignments. I can go through concerns with you, but it is up to you to make necessary changes. Also, showing me a draft of your assignment does not guarantee an A on the assignment.

### **Freedom of Information and Protection of Privacy Act**

This course is conducted in accordance with the Freedom of Information and Protection of Privacy Act (FOIP). As one consequence, **students should identify themselves on all written work by placing their name on the front page and their ID number. Also you will be required to provide a piece of picture identification in order to pick up an assignment or look at a final exam from SS320 after classes have ended.**

For more information see also <http://www.ucalgary.ca/secretariat/privacy>.

### **Writing Skills Statement**

Department policy directs that all written assignments (including, although to a lesser extent, written exam responses) will be assessed at least partly on writing skills. For

details see <http://www.comcul.ucalgary.ca/needtoknow>. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc) but also general clarity and organization. Research papers must be properly documented.

If you need help with your writing, you may use the Writing Centre. Visit the website for more details: <http://www.ucalgary.ca/ssc/writing-support>

## Grading System

In this class, you will receive grades in the 4-point scale (2.7, 3.0, 3.3) *rather than* percentages. Sometimes you may receive grade points between letter grades. 3.5 is the mathematical mid-point between a B+ (3.3) and an A- (3.7) and 3.15 is the mid-point between a B (3.0) and a B+ (3.3), etc.

The following grading system is used in the Department of Communication and Culture: (Revised, effective September 2008)

Letter Grade	Grading Scale	Grade Point Value (see <a href="#">U of C Calendar: Academic Standing</a> )
A+	96-100	4
A	90-95.99	4
A -	85-89.99	3.7
B+	80-84.99	3.3
B	75-79.99	3
B-	70-74.99	2.7
C+	65-69.99	2.3
C	60-64.99	2
C-	55-59.99	1.7
D+	53-54.99	1.3
D	50-52.99	1
F	0-49	0

## Plagiarism

Using any source whatsoever without clearly documenting it is a serious academic offense. Consequences include failure on the assignment, failure in the course and possibly suspension or expulsion from the university.

You must document not only direct quotations but also paraphrases and ideas where they appear in your text. A reference list at the end is insufficient by itself. Readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. This includes assignments submitted in non-traditional formats such as Web pages or visual media, and material taken from such sources.

Please consult your instructor or the Writing Centre (3<sup>rd</sup> Floor Taylor Digital Family Library, <http://www.ucalgary.ca/ssc/writing-support>) if you have any questions regarding how to document sources.

### **Academic Misconduct**

For information on academic misconduct and the consequences thereof please see the current University of Calgary Calendar at the following link;  
<http://www.ucalgary.ca/pubs/calendar/current/k.html>

### **Students with Disabilities**

If you are a student with a disability who may require academic accommodation, it is your responsibility to register with the Disability Resource Centre (220-8237) and discuss your needs with your instructor no later than fourteen (14) days after the start of the course.

### **Students' Union**

For details about the current Students' Union contacts for the Faculty of Arts see <http://www.su.ucalgary.ca/governance/elections/home.html>

### **Student Ombudsman**

For details on the Student Ombudsman's Office see <http://www.su.ucalgary.ca/services/student-services/student-rights.html>

### **Emergency Evacuation and Assembly points**

For information on the emergency evacuation procedures and the assembly points see <http://www.ucalgary.ca/emergencyplan/assemblypoints>

### **"SAFEWALK" Program -- 220-5333**

Campus Security will escort individuals day or night -- call 220-5333 for assistance. Use any campus phone, emergency phone or the yellow phone located at most parking lot booths.

### **Ethics**

Whenever you perform research with human participants (i.e. surveys, interviews, observation) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve of your research plans and supervise your research. For more information about your research ethics responsibilities, see

The Department of Communication and Culture Research Ethics site:  
<http://www.comcul.ucalgary.ca/ethics>

or the University of Calgary Research Ethics site:  
<http://www.ucalgary.ca/research/cfreb>

### **Schedule of Lectures and Readings**

See Blackboard for the schedule of lectures and readings.