Instructor:	Naor Cohen
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Course Description

This class takes a rhetorical approach to understanding professional and technical communication. Emphasis is placed on how workplace communication is situated within distinct organizational or corporate cultures as well as broader socio-cultural contexts. Students will gain knowledge and skills in writing across genres and disciplines through inquiry-based learning strategies and collaborative research projects. This theory-driven class will teach students open-ended skills that can be applied to a variety of workplace situations.

Objectives of the Course

Students will learn about the process of planning, composing, and delivering professional and technical communication for various audiences. This course is design to help you develop

- A rhetorical approach to crafting documents--one in which you critically consider your purpose in writing, the needs of your audience(s), and relevant features of the context in which you are writing.
- Writing strategies to keep your writing focused, coherent, and readable;
- Familiarity with the conventions and composing strategies for a range of written genres, including business correspondence, proposals, and reports.
- Familiarity with a range of resources for professional writers, including tools for online research, for online composing, and for collaborative writing;
- document design strategies to ensure that your documents look professional, promote easy retrieval of information, and use visuals to communicate information effectively;
- Competence in the use of a standard style of documentation.
- Competence in preparing PowerPoint presentations.

Internet and electronic communication device information

I make no demands upon you in this regard.

Textbooks and Readings:

MacLennan, J. (2009). *Effective Communication for the Technical Professions.*

- Book is also available online via the university library web-site.
- Additional readings and resource materials will be posted on the course Blackboard site.

Assignments and Evaluation

Due date	Assignment	% of total grade
July 05, 2012	Writing sample 1	7.5%
July 12, 2012	Writing sample 2	7.5%
July 26, 2012	Proposal & Annotated bibliography	15%
July 26, 2012	Quiz	10%
Aug 02, 2012	Survey design	10%
Aug 14, 2012	PowerPoint presentation	10%
Aug 16, 2012	Final report	30%
Ongoing participation		10%

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

Description of assignments

Writing samples are short writing assignments (no more than 750 words each). They are designed to help you deliver different messages in a concise and coherent way. The styles and genres of your writing samples may include a critical assessment of a product, technical topic or web content as well as job application and other professional correspondences.
Writing assignments will be given at the day of the lecture or lab. All assignments will be done during the lab.

The Quiz is a brief multiple-choice assignment completed in class. It is designed to make you think about and apply the readings.

The **proposal, annotated bibliography, Survey design, PowerPoint and final report** are linked assignments. All of these five assignments will be completed in small groups:

- **Final report**: The final report is a full featured, substantive report (between 3,000-4,000 words) on a web site or product usability study. It will require you to conduct both secondary and primary research and integrate the results into a report.

- The **proposal** will summarize your plans for the report so that your instructor can supply critique and advice (3 pages).
- The **annotated bibliography** will help you to the key points of your sources and references which will then become your background information and literature review for the final report. Each group member will prepare an annotated bibliography of 3 resources (150-250 words for each source). This will become useful when writing your final report.
- **Survey design** will help you to design and conduct your own successful online survey for the purpose your final project. The survey will be no longer than 30 questions. Questions can be multiple-choice, open-ended questions or mix of both, depending on your specific final project.
- The **PowerPoint presentation** is the summary and presentation of the final report. Presentations are due before the final draft of the report so that your instructor can supply further advice. Presentations will be about 25 minutes long and include no more than 10 slides. Each group member will be presenting a part of the presentation.

Participation: The course is designed to reinforce student learning and mastery of the material through active engagement and "doing", and students can expect activities each class. Students are expected to attend classes and participate; "participation" is not only attendance per se but contributing to each others' learning and participating in the creation of a positive atmosphere and learning environment.

Note: Please hand in your essays directly to your instructor if possible. 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.

Registrar-scheduled Final Examination: No

Policy for Late Assignments

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

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: www.efwr.ucalgary.ca

Grading System

The following grading system is used in the Department of Communication and Culture:

(Revised, effective September 2008)

	Grading Scale
A+	96-100
A	90-95.99
A -	85-89.99
B+	80-84.99
B	75-79.99
B-	70-74.99
C+	65-69.99
C	60-64.99
C-	55-59.99
D+	53-54.99
D	50-52.99
F	0-49

Where a grade on a particular assignment is expressed as a letter grade, it will normally be converted to a number using the midpoint of the scale. That is, A- would be converted to 87.5 for calculation purposes. F will be converted to zero.

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 (3rd 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

A daily schedule of lectures and readings, as well as detailed assignment descriptions, will be handed out on the first day of class.