University of Calgary
Department of Communication, Media and Film

Communication and Media Studies COMS 363 L01

Professional and Technical Communication

Summer 2019

Tuesday, July 2 - Tuesday, August 13, 2019 (Excluding Aug. 5)

Online Section

Instructor:	Dr. Shawn J. Mueller
Office:	SS 254 (shared office)
Office Phone:	N/A
E-Mail:	muellesj@ucalgary.ca
Web Page:	D2L available through MyUofC portal
Office Hours:	Instructor will be on campus Wednesdays from 11 am - 1 pm; location TBA via D2L, or by appointment.

Course Description
An introduction to professional and technical communication, both written and oral. Students will learn the rhetorical dimensions of professional settings as well as the process of planning, composing, and delivering professional and technical communication for various audiences.

Additional Information
This section of the course will be offered entirely online. There are no face-to-face classes or tutorials in this course, and no requirement to be present on campus. Student-instructor interaction will be provided by online forums, email, Skype, video/audio presentations, telephone, weekly scheduled face-to-face office hours, and face-to-face meetings scheduled outside regular office hours.

Objectives of the Course
Students who successfully complete this course should know how to:

- approach professional communication rhetorically, focusing on not only their purpose in writing but also the needs and expectations of the audience(s) as well as other relevant features of the writing context;
- analyze readers' needs and to anticipate readers' genre expectations;
- construct and extract significance from a simple empirical study or a reasonably thorough secondary research study;
- use secondary sources effectively and document them using any standard style (e.g. APA, Chicago, etc.);
- design effective documents and format material for rapid comprehension, using lists, headings, white space, and productive redundancy;

- format for common professional genres, including formal reports, letters, memos, emails, proposals, brochures, instructions, social media and websites;
- use figures and tables effectively;
- write readable documents, with clear, coherent paragraphs, and using the conventions of plain language;
- edit their work to eliminate common writing errors;
- effectively use presentation software.

Textbooks and Readings
<u>Required:</u>
Tebeaux, Elizabeth and Susan Dragga (2017). *The Essentials of Technical Communication* (2 ed). Don Mills: Oxford University Press. E-book available on-line from Oxford University Press.

<u>Recommended/useful to have:</u>
Sagolla, Dom (2009). *140 Characters: A Style Guide for the Short Form*. Hoboken: John Wiley & Sons Inc.

Tufte, Edward (2006). *Beautiful Evidence*. Cheshire, CT: Graphics Press LLC.

In addition to the required text, weekly supplementary audio lectures/podcasts will be uploaded to D2L by the instructor, with the purpose of providing a greater depth of understand of the subject matter and support for the assignments.

Internet and electronic communication device information
The course is on-line via the Brightspace / Desire2Learn (D2L) course management system. Students must have reliable access to the Internet. A high-speed Internet connection is recommended. The course requires the use of Google Forms for a survey.

Computer hardware:
Students must use computers that are compatible with course technologies. A laptop or desktop computer is necessary for access to all tools within on-line applications. On-campus computers are also provided in libraries and labs.

Email management:
Students must ensure they are receiving all course-related email messages and D2L notifications from their instructor and term project group. Prevent course emails from being tagged as spam or junk. By default, Desire2Learn will use the email address associated with your U of C ID. Configure subscriptions and notifications in D2L.

Assignments and Evaluation
This course will feature three multiple choice, time limited, open-book quizzes based on the appendices of the required text, and will each be worth 10% of the final grade. Quizzes will be 30 questions and students will have 35 minutes to complete. The exam will become active at the start of the specified date of the test and will close at the end of that day.

Quiz #	Value	Date	Material Covered
1	10%	July 09	Week 01, Week 02

Quiz #	Value	Date	Material Covered
2	10%	July 23	Week 03, Week 04
3	10%	August 08	Week 05, Week 06

There will be two written assignments that will take a variety of forms common to professional and/or technical environments.

Assignment/Description	Value	Due Date
1. Instruction Construction Procedural writing is the backbone of technical communication. In this assignment, students will draft a set of simple instructions (a la "Wikihow" or "Instructables") from an instructor-supplied list of suggestions. **Length:** 2 pages, and should include illustrations, photographs or images (properly referenced) to support your text.	20%	Friday, July 12, 2019, 23:59 pm via Dropbox in D2L
2. Presentation Project An essential skill of Technical and Professional Communication is the ability to craft information for a specific audience. For this project, students will select both a topic and a target audience from a list provided by the instructor and develop a communication strategy that considers both the information to be shared and the target audience. There are two components to this assignment:		
(a) Presentation Students will generate a presentation (5-7 minutes) on the selected topic and developed for the target audience. Students may use presentation software of their choice. Presentations must be narrated and can be presented as a lecture type video or slide show.	20%	Friday, August 02, 2019 23:59 pm via Dropbox in D2L

Assignment/Description	Value	Due Date
(b) Production Report Students will generate a formal report on the communication strategy, which outlines the data used in the presentation, an investigation of the target audience and a discussion of the strategies and processes utilized to craft the presentation, along with recommendations for others working with this data and/or audience. The report should be structured to include a title page, executive summary, table of contents, introduction, body, conclusions, recommendations, and reference list. **Length:** approximately 2,000 words.	30%	Tuesday, August 13, 2019 23:59 pm via Dropbox in D2L

Registrar-scheduled Final Examination: No

You do not need to complete all assignments and exams in order to receive a passing grade in the course.

Submission of Assignments: All assignments will be submitted, and feedback delivered, via D2L. All assignments MUST be submitted in PDF format, unless otherwise specified in the assignment brief. Assignments that do not meet this specification will not be graded.

Please include your name and ID number on all assignments. Personal information is collected in accordance with the Freedom of Information and Protection of Privacy (FOIP) Act. For more information, see http://www.ucalgary.ca/legalservices/foip/foip-hia

Note: It is the student's responsibility to keep a copy of each submitted assignment and to ensure that the proper version is submitted (particularly in courses requiring electronic submission). Including a version date in your file name may be useful.

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

Student Accommodations and Deferrals:
Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services; SAS will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/.

Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor. The full policy on Student Accommodations is available at http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy.pdf.

Students seeking accommodation for transient illnesses (e.g., the flu) or for another legitimate reason should contact their instructors. Whenever possible, students should

provide supporting documentation to support their request; however, instructors may not require that a medical note be presented. For the policy on supporting documentation the use of a statutory declaration, please see the following:

- Section N.1 of the *University Calendar*: https://www.ucalgary.ca/pubs/calendar/current/n-1.html

- FAQs for Students at https://www.ucalgary.ca/registrar/registration/appeals/student-faq

Note that when accommodations are granted, they may take forms other than make-up tests or assignments. For example, the weight of a missed grade may be added to that of another assignment or test.

For information on deferrals, see the following sections in the *University Calendar:*

- Section G.7 Deferral of Term Work at http://www.ucalgary.ca/pubs/calendar/current/g-7.html

- Section G.6 Deferral of Final Exam at http://www.ucalgary.ca/pubs/calendar/current/g-6.html

Grading & Department of Communication, Media and Film Grade Scale
Final grades are reported as letter grades. Quizzes and assignments will be given raw point scores and converted to percentages to be used in assigning final letter grades.

The following chart outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film. In calculating final grades in this course, letter grades will be converted to the midpoint of the percentage range, as shown in the final column of the table below.

Grade Point Value	Description	Grade	Dept of CMF grade scale equivalents*	Letter grade % equivalent for calculations**
4.00	Outstanding performance	**A+**	96 - 100%	98.0%
4.00	Excellent performance	**A**	90 - 95.99%	93.0%
3.70	Approaching excellent performance	**A -**	85 - 89.99%	87.5%
3.30	Exceeding good performance	**B+**	80 - 84.99%	82.5%
3.00	Good performance	**B**	75 - 79.99%	77.5%
2.70	Approaching good performance	**B-**	70 - 74.99%	72.5%
2.30	Exceeding satisfactory performance	**C+**	65 - 69.99%	67.5%
2.00	Satisfactory performance	**C**	60 - 64.99%	62.5%
1.70	Approaching satisfactory performance	**C-**	55 - 59.99%	57.5%
1.30	Marginal pass. Insufficient preparation for subsequent courses in the same subject	**D+**	53 - 54.99%	54.0%
1.00	Minimal pass. Insufficient preparation for subsequent courses in the same subject	**D**	50 - 52.99%	51.5%
0.00	Failure. Did not meet course requirements.	**F**	0 - 49.99%	0%

* If percentages are used to calculate final grades, then grades falling within these ranges will be translated to the corresponding letter grades.

** These percentage equivalents will be used for calculating final grades unless an alternative method of final grade calculation is outlined above.

Writing Skills Statement
Department policy directs that all written assignments (including, to a lesser extent, written exam responses) will be assessed at least partly on writing skills. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc.) but also general clarity and organization. Sources used in research papers must be properly documented. If you need help with your writing, you may use the writing support services in the Student Success Centre (3rd floor, Taylor Family Digital Library). Visit the website for more details: http://www.ucalgary.ca/ssc/writing-support

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. In-text citations must be provided, and readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. Wording taken directly from a source must be enclosed within quotation marks (or, for long quotations, presented in the format prescribed by the documentation style you are using). Paraphrased information must not follow the original wording and sentence structure with only slight word substitutions here and there. These requirements apply to all assignments and sources, including those in non-traditional formats such as Web pages or visual media.

For information on citation and documentation styles (including APA, Chicago, IEEE, MLA, and others), visit the links at https://ucalgary.ca/ssc/resources/writing-support/436. Research and citation resources are also available on the Purdue Online Writing Lab (OWL) website at https://owl.english.purdue.edu/owl/section/2/ If you have questions about citing sources, please consult your instructor or visit the writing support services in the Student Success Centre (3rd floor, Taylor Family Digital Library, at http://www.ucalgary.ca/ssc/writing-support.

Academic Misconduct
For information on academic misconduct and its consequences, please see the *University of Calgary Calendar* at http://www.ucalgary.ca/pubs/calendar/current/k.html

Research Ethics
Whenever you perform research with human participants, including surveys, interviews, or observations, as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve your research plans and supervise your research. For more information about your research ethics responsibilities, see http://arts.ucalgary.ca/research/resources/ethics

Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
ARTS PROGRAM ADVISING (ASC)	SS 102 403-220-3580 https://arts.ucalgary.ca/advising
CAMPUS SECURITY & Safewalk Program • **Calgary Police Service** • **Emergency Text Messaging** • Emergency Evacuation & Assembly	http://www.ucalgary.ca/security/ **403-220-5333** 403-266-1234 **Emergency: call 911** http://www.ucalgary.ca/emergencyplan/textmessage http://www.ucalgary.ca/emergencyplan/assemblypoints
DESIRE2LEARN (D2L) Support • **IT help line**	http://elearn.ucalgary.ca/desire2learn/home/students 403-220-5555 or itsupport@ucalgary.ca
STUDENT SUCCESS CENTRE • **Writing Support Services** • **Events & Info for Students**	http://ucalgary.ca/ssc http://www.ucalgary.ca/ssc/writing-support http://ucalgary.ca/currentstudents
STUDENTS' UNION CONTACTS • **Faculty of Arts Reps** • **Student Ombuds**	https://www.su.ucalgary.ca/about/who-we-are/elected-officials/ http://www.ucalgary.ca/provost/students/ombuds
SU WELLNESS CENTRE • **Health Services** • **Mental Health Services** • **Distress entre 24/7 CRISIS LINE** • **Online resources and tips**	**403-210-9355** (MSC 370), M-F, 9:00–4:30 pm http://ucalgary.ca/wellnesscentre/health http://ucalgary.ca/wellnesscentre/counselling 403-266-HELP (4357) http://ucalgary.ca/wellnesscentre/healthycampus If you're concerned about a friend or your own well-being, it is important to seek help early. Call or visit the SU Wellness Centre or the 24-hour crisis line.

Schedule of Lecture Topics and Readings

Week 01: July 2 - 5
Topics: Introduction, Writing Readiness, Assign_01
Readings: Tabeaux/Dragga CH. 01, 02, 10, Appendix A
Special Topics: Critical Thinking CMAP, Writing Readiness CMAP

Week 02: July 8 - 12
Topic: Document Design
Readings: Tabeaux/Dragga CH. 03, 05, Appendix B
Special Topics: Information Design CMAP,
Evaluation: Quiz 01, Tuesday, July 9 , Assignment 01 due 23:59:59
Friday, July 12 via D2L

Week 03: July 15 -19
Topic: Illustrations, Analytical Design, Assign_02
Readings: Tabeaux/Dragga CH. 04, 06, Appendix C
Special Topics: Analytical Design CMAP

Week 04: July 22 - 26
Topic: Correspondence and Technical Reports
Readings: Tabeaux/Dragga CH. 07, 08
Special Topics: Communicative Situation CMAP, Messaging Protocol CMAP, "As we
may think"_Vannever Bush Readings
Evaluation: Quiz 02, Tuesday, July 23

Week 05: July 29 - Aug 1
Topic: Oral Reports
Readings: Tabeaux/Dragga CH. 11
Special Topics: Powerpoint and Cultures of Information Presentation Readings
Evauluation: Assignment 02(a) (Presentation), due 23:59:59 Friday, August 02 via
D2L

Week 06: Aug 5 - 9
Topic: Resumes, C.V.s, and Proposals, and Incident/Progress Reports
Readings: Tabeaux/Dragga CH. 09, 12
Evaluation:
Quiz 03, Thursday, August 8

Week 07: Aug 12 - 13
Topic: Course Summary
Readings: N/A
Evaluation: Assignment 02(b) (Report), due 23:59:59 Tuesday, Aug 13 via D2L