

TECHNICAL WRITING

Communication 4240, Section 01

TR 10:00 am – 11:20 am, MC 110

Instructor: Amber Schow

Office: Centrum, 213L

Office Hours: Mon. 11:00 am – 1:00 pm, Tues. / Thurs.: 12:00 pm – 1:00 pm, or by appointment.

Email: amberlynnshaw@gmail.com

Text: (Required) Kolin, Philip C. (2013) *Successful Writing at Work* (10thed)

ISBN: 978-1-111-83479-1

COURSE DESCRIPTION: This course focuses on practical types of writing used in business and industry. Using principles of analyzation and planning to meet the reader's informational needs, students produce proposals, instructions and the various types of informative and persuasive reports used in organizations.

COURSE OBJECTIVES:

- **Communication:** Students develop and express ideas and will be able to do so in a variety of ways, namely in writing, by speaking, visually, kinesthetically, through design or aurally.
- **Critical Thinking:** Students demonstrate disciplined processes of actively and skillfully conceptualizing, applying, analyzing, synthesizing, and/or evaluating information gathered from, or generated by, observation, experience, reflection, reasoning, or communication, as a guide to belief and action.
- **Digital Literacy:** Students strategically and responsibly employ appropriate technologies to explore, create, collaborate, and organize in a digital context.

COURSE POLICIES

EXPECTATIONS: You are expected to come to each class meeting prepared. Please be ready to participate in discussions, assignments, class activities, and presentations. Your participation in class will affect your grade, so plan accordingly. Please respect the opinions of others and help create a positive classroom experience. The more effort you put into this class, the more you will get out of it.

ACADEMIC INTEGRITY: Scholastic dishonesty will not be tolerated and will be prosecuted to the fullest extent. You are expected to have read and understood Policy 6.33 Academic Integrity and the current issue of the student handbook (published by Student Services) regarding student responsibilities and rights.

ADA STATEMENT: Students with medical, psychological, learning or other disabilities desiring academic adjustments, accommodations or auxiliary aids will need to contact the Southern Utah University Coordinator of Services for Students with Disabilities (SSD), in Room 206F of the Sharwan Smith Center or phone (435) 865-8022. SSD determines eligibility for and authorizes the provision of services.

ATTENDANCE: Regular attendance is required at all class meetings. The absence of more than two class sessions during the semester will result in a drop of a full letter grade. Students are allowed one unexcused absence per semester. If you are going to be absent, please contact me in advance. Late assignments will not be accepted due to missed classes.

ELECTRONIC DEVICES: Please be courteous and respectful with the use of electronic devices during class time. Do not answer your phone, text, Google, play games, IM, surf the web, e-mail, check Facebook, blog, etc. in class. Although using laptops can enhance your personal learning experience, they can be a distraction to others. Laptops are not to be used in class while others are presenting. Cell phones should be kept silent or off while in class and should be put away. If laptops or cell phones become a distraction, students may be asked not to bring them.

EMERGENCY MANAGEMENT STATEMENT: In case of emergency, the University's Emergency Notification System (ENS) will be activated. Students are encouraged to maintain updated contact information using the link on the homepage of the mySUU portal. In addition, students are encouraged to familiarize themselves with the Emergency Response Protocols posted in each classroom. Detailed information about the University's emergency management plan can be found at <http://www.suu.edu/emergency>.

HEOA COMPLIANCE STATEMENT: The sharing of copyrighted material through peer-to-peer (P2P) file sharing, except as provided under U.S. copyright law, is prohibited by law. Detailed information can be found at <http://www.suu.edu/it/p2p-student-notice.html>.

LATE WORK & EXTRA CREDIT: Please monitor all deadlines closely. Students are expected to turn in assignments by midnight on the Friday they are due, unless otherwise noted on the schedule. Assignments received after midnight on the due date will receive a non-negotiable 10% reduction per day (including 2 days for weekends). Assignments more than 5 days late will not be accepted. Quizzes are due by 10:00 am each Tuesday, unless otherwise noted in the syllabus. Please be aware of deadlines and turn in your assignments accordingly. Quizzes and assignments will close in CANVAS by the due date listed below. You are responsible for gathering any missed information or notes on days you are absent.

There will be limited opportunities for extra credit throughout the semester. These will be determined by the instructor as deemed necessary.

SANS (Student Assessment Notification System): Southern Utah University has created an early alert program (SANS) designed to provide tutoring, peer mentor support, and other resources to students in need. SANS (Student Assessment Notification System) is a way for me to help connect you with necessary resources and motivate you to make corrections to improve your learning if I am concerned for any reason. Should you receive a SANS notification, please respond to the mentors' contact attempts and take advantage of the support offered.

GRADING STANDARDS:

A	93-100%	C	74-76%
A-	90-92%	C-	70-73%
B+	86-89%	D+	67-69%
B	83-85%	D	63-66%
B-	80-82%	D-	60-62%
C+	77-79%	F	59% or less

GRADING BREAKDOWNS:

Assignment	Points Possible:	Points Earned:
Professional Email	25	
Memo	25	
In-Class Examples	25	
Short Report	25	
Long Report	25	
Quizzes (x15)	150	
Professional Option #1	50	
Research & Presentation Option #2	75	
Final Project Option #3	100	
Total:	500	

DISCLAIMER: Information contained in this syllabus, other than the grading, late assignments, makeup work, and attendance policies, may be subject to change with advance notice, as deemed appropriate by the instructor.

TENTATIVE SCHEDULE



Week:	Day:	Date:	Topic/Chapters:	Assignments:
1	T	08/25	Introduction / Ch. 1: Getting Started	
	R	08/27	Ch. 2: The Writing Process at Work	<i>Quiz #1 due on CANVAS before class</i>
2	T	09/01	Ch. 4: Writing Routine Business Correspondence	<i>Quiz #2 due on CANVAS before class</i>
	R	09/03	Improving Written Communication	Email due by midnight on Fri. 09/04
3	T	09/08	Ch. 5: Writing Letters	<i>Quiz #3 due on CANVAS before class</i>
	R	09/10	Ch. 6: Types of Business Letters	Memo due by midnight on Fri. 09/11
4	T	09/15	Discuss Memos / Ch. 7: How to Get a Job	<i>Quiz #4 due on CANVAS before class</i>
	R	09/17	Resumes, Cover Letters, and Interviews	
5	T	09/22	Ch. 9: Summarizing Info	<i>Quiz #5 due on CANVAS before class</i>
	R	09/24	Executive Summaries and Abstracts	Professional Option #1 due by midnight on Friday 09/25
6	T	09/29	Discuss Professional Opt. #1 / Ch. 8: Research	<i>Quiz #6 due on CANVAS before class</i>
	R	10/01	Sources, APA Format, and Note Taking	
7	T	10/06	Ch. 13: Writing Winning Proposals	<i>Quiz #7 due on CANVAS before class</i>
	R	10/08	Proposals and Product Pitches	Bring examples of Professional Proposals to class
8	T	10/13	Ch. 16: Making Successful Presentations	<i>Quiz #8 due on CANVAS before class</i>
	R	10/15	Prezi, PowerPoint, and Speech & Presentation Center	Meet in Speech & Presentation Center
9	T	10/20	Fall Break – No Class	
	R	10/22	Presentations In-Class	Research & Presentation Option #2 due in-class
10	T	10/27	Ch. 10: Designing Clear Visuals	<i>Quiz #9 due on CANVAS before class</i>
	R	10/29	Visual Guidelines, Tables and Figures	

11	T	11/03	Ch. 11: Designing Successful Documents	<i>Quiz #10 due on CANVAS before class</i>
	R	11/05	Color Theory, Typography, and Hierarchy	Bring bad design examples to class
12	T	11/10	Ch. 14: Writing Effective Short Reports	<i>Quiz #11 due on CANVAS before class</i>
	R	11/12	Types of Reports	Short Report due by midnight on Friday 11/13
13	T	11/17	Ch. 15: Writing Careful Long Reports	<i>Quiz #12 due on CANVAS before class</i>
	R	11/19	Formatting Tips	
14	T	11/24	Work Day	Long Report due by midnight on Tuesday 11/24
	R	11/26	<i>Thanksgiving Break – No Class</i>	
15	T	12/01	Ch. 12: Writing Instructions & Procedures	<i>Quiz #13 due on CANVAS before class</i>
	R	12/03	Project Work Day	
16	F	12/11	In-Class Critique	Final Project Option #3 due by 11 am

*Quizzes #14 & #15 will be given in-class at a randomly selected date & time.

ASSIGNMENTS

ASSIGNMENT FORMATTING: All assignments are to be double spaced, typed, in 12 pt Times New Roman font, with one inch margins. Headings should be single spaced and should include student name, date, and title of the assignment. Assignments will be turned in through CANVAS, unless otherwise noted. References should be properly cited in 5th or 6th edition APA formatting.

IN-CLASS EXAMPLES (25 pts): Throughout the semester you may be asked to bring in-class examples to class for various topics. Please bring 2 – 3 examples of the given topic. For instance, for the bad design section of the class, you will be asked to bring examples of poor designs you have seen online, in print, or in person. Print out these examples and bring them to class for further discussion.

MEMO (25 pts): You have your dream job! Write a memo to another department in your company alerting them of a problem or issue. Explain the issue thoroughly and provide 3 – 4 bullet point suggestions to fix the problem. Use the letterhead format found in Chapter 4 for your memo. If the

company for your dream job exists, try and use their actual logo for the heading. If the company does not exist, add a small graphic and "logo" for the heading. Be sure to answer the key questions your audience may ask (found on page 138) and keep the tone professional.

PROFESSIONAL EMAIL (25 pts): Using the "Poorly Written Email" given in class, rewrite the email to reflect the professional tone explained in Chapter 4. Then, write a professional response answering the person's questions. Be sure to include the correct margins, spacing, email addresses, and other information.

QUIZZES (10 pts x 15 = 150 pts): Quizzes will be used throughout the semester to encourage reading and concept comprehension. Questions for the quizzes will generally be multiple choice, short answer, fill in the blank, essay, etc. and will be based on both the book readings and class discussions. There will be 15 quizzes throughout the semester, 13 will be posted on CANVAS and two will be given in-class. Quizzes will be worth 10 points and will only be available until 10:00 am on Tuesday mornings. Please be aware of the quiz schedule and stay up-to-date on readings.

SHORT REPORT (25 pts): Write a progress report to your technical writing teacher on what you have learned in her course so far this term, which writing skills you want to develop further, and how you propose doing so. Mention specific memos, emails, letters, proposals, etc. you have written or plan to write soon.

LONG REPORT (25 pts): Select a major problem or issue in society, suitable for a long report (i.e. crime, pollution, unemployment). Generate (2) graphics or charts for the issue and find 3 – 5 relevant references. Write a concise, informative abstract that states the purpose of the report and why it is important for the audience. Create a report outline for the problem, including major headings and graphics that could later be used to write a long report.

PROFESSIONAL OPTION #1 (50 pts): Choose (1) of the following:

- A. *RESUME & LETTER OF APPLICATION:* Develop a customized resume for your dream job. Your resume may be organized chronologically or by function/skill. Be sure to include all of the required information found in Chapter 7. Write a letter of application to accompany your resume for your dream job. Be sure to check spelling, grammar, and voice for your documents.
- B. *EXECUTIVE SUMMARY:* Using one of the marketing websites we discussed in class or a scholarly magazine of your choice, choose an article or story to summarize in an executive summary. Create a reference page citing the original article in APA format. Summary should be no more than 2 pages, plus the reference page. Include the purpose, essential specifics, conclusions or results, and recommendations or implications.

- C. *BUSINESS LETTER*: Write a two page sales letter addressed to an appropriate reader on why he or she should start watching your favorite television show. Make sure you clearly identify your audience, capture their attention and emphasize why they need to watch the show. Follow the steps outlined in Chapter 6 to ask the reader to take action and be honest and ethical in your approach.

RESEARCH & PRESENTATION OPTION #2 (75 pts): Choose (1) of the following:

- A. *SALES PROPOSAL (FUNDRAISING)*: Write an unsolicited sales proposal for a charity of your choice. You will be asking a specific audience for increased donations for an upcoming event. Write an accompanying memo, following the provided format shown in Chapter 13. Memo should be no more than 2 – 3 pages. You will then present the proposal in a short, 4 – 6 minute presentation in class. Visual aids are highly recommended.
- B. *SALES PROPOSAL (PRODUCT)*: Write an unsolicited sales proposal for a new product that you are trying to sell. You can be selling this product to an internal audience or an external audience, just make sure you specify the information to match your selection. Develop a memo for the proposal including all of the necessary components listed in Chapter 13. Memo should be no more than 2 – 3 pages. You will then present the proposal in a short, 4 – 6 minute presentation in class. Visual aids are highly recommended.
- C. *ORAL REPORT*: Deliver a formal presentation on a topic of your choice (must be approved by the instructor). Organize your topic and divide it into four to five key issues or parts, as shown in Figure 16.2 in Chapter 16. Two to three visual aids are required for your presentation (PowerPoint, Prezi, chart, handout, etc.). You must also submit an outline of your presentation to the instructor. You will then present the report in a short, 4 – 6 minute presentation in class.

FINAL PROJECT OPTION #3 (100 pts): Choose (1) of the following:

- A. *REVISE MANUAL*: Find a 4 – 6 page manual that needs revising. Using the skills you've learned throughout the semester, update and revise the text, format, and design. All decisions you make should be based on the literature we've covered in class. Type up a one page, double spaced explanation of your choices. Print and bind your revised manual, as well as the original manual, and bring to class during finals week for an in-class critique. All referenced text and graphics must be cited in APA format.
- B. *INSTRUCTION BOOKLET*: Write a 4 – 6 page instruction manual for an item or activity of your choice. This booklet must include visuals. Write an appropriate introduction and

conclusion for the set of instructions and include it as well. Bring the printed instruction booklet to class during finals week for an in-class critique. All referenced text and graphics must be cited in APA format.

- C. *PROFESSIONAL BLOG*: Develop and publish a professional blog using the information provided in Chapter 7. This blog can be themed based on your dream job, your professional goals, or information we have covered in this class. You must write text and include visual aids for 4 – 6 different topics or articles. The blog may be published using a blog host of your choice, but the blog must be publicly visible. You may not use articles, blog posts, or information created before this semester. All information must be original to you. Be sure to print out copies of each of the blog pages for the in-class critique during finals week. All referenced text and graphics must be cited in APA format.

CONTACT ME

I am here to help you! Please let me know if you have any concerns, questions, or problems throughout the semester. Students are encouraged to meet with me during office hours as regularly posted. I recognize that these hours may not accommodate all schedules, so feel free to set up another appointment with me. I can also be reached via email. I will do my best to respond to you as quickly as I can. Assignments will not be accepted through email.