COURSE DESCRIPTION
The primary goal of English 3355 is to develop your effective communication in professional contexts. This effective communication is based on an awareness of and appreciation for different discourse communities and their subject-, genre-, and context-specific knowledge.

We will take a rhetorical approach to communication, one that will help you determine the most effective strategies, arrangements, and media to use in different situations within the workplace. You will produce and gain more confidence in a variety of documents and multimedia presentations.

A secondary goal of English 3355 is to strengthen your self- and collaborative-learning skills. On one hand, this means that you will be required to work independently to be fully prepared for class and for the writing projects you must complete individually. On the other hand, you will be required to work collaboratively in groups to complete major assignments. Collaborative work requires you to be responsive to the members of your group in a timely manner as you communicate with one another on a professional level with excellent work ethic and respect.

By the end of the semester you will build your capacity and skills in the following areas:

• Develop an efficient and effective writing process that includes strategies for invention, researching, drafting, revising, and editing;
• Determine and analyze workplace rhetorical situations;
• Understand the generic conventions of documents commonly used for workplace communication and create effective documents in these genres;
• Conduct research within the context of the workplace that will inform their writing;
• Work collaboratively with a team to create written documents and multimedia presentations;
• Consider the ethical dimensions of composing and working within and with organizations;
• Recognize and respect various cultural attitudes toward and conventions for workplace communication; and
• Gain proficiency in the use of online tools necessary for effective workplace communication and the conventions that attend them.

**Prerequisites:** ENGL 1312, ENGL 1313, or ESOL 1312. Junior standing recommended.

**TEXTS AND MATERIALS**


Other readings and materials will be posted on Blackboard by Dr. E.

Access to Blackboard and Dr. E’s wikpage: edaozyp.pbworks.com

Access to UTEP’s Library Research Guide for this course: [https://libguides.utep.edu/RWS_3355](https://libguides.utep.edu/RWS_3355)

Access to UTEP email address: Dr. E will be contacting you via your UTEP email. Use your UTEP email to contact Dr. E.

Digital tools for storing, sharing, and working on individual/collaborative projects such as Google Drive, Dropbox, flash drive, or any other platform/tool that you feel comfortable with. In addition, there are other available and helpful digital research tools that you might be interested in. I advise you to contact Ms. Joy Urbina, who is the librarian prepared the research guide for this course: jurbina4@utep.edu 915-747-5066

**GRADE DISTRIBUTION/GRADING PROCEDURES & ASSIGNMENTS**

*You have the opportunity to earn 1000 points over the course of the semester.*

* A (899.5-1000), B (799.5-899.4), C (699.5-799.4), D (599.5-699.4), F (599.4 and below).*

To earn an A in this class, you are expected to complete all the course expectations and challenge yourselves for excellence and professionalism. In other words, as emerging professionals in your respected field, you should fulfill all course requirements as you strive for excellence and move beyond the average requirements.

*All Assignment are due in class **All Assignment are due by the end of the day on BB.*

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<thead>
<tr>
<th>Assignment</th>
<th>Date Due</th>
<th>Points Possible</th>
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<tbody>
<tr>
<td>*Participation/Attendance and Professionalism</td>
<td>Daily</td>
<td>100 points</td>
</tr>
<tr>
<td><strong>Writing Emails/Letters in Workplaces</strong></td>
<td>09/11</td>
<td>100 Points (50 points per assignment)</td>
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<tr>
<td><strong>Job Application E-Portfolio</strong></td>
<td>10/02</td>
<td>100 points</td>
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<tr>
<td>*Multimedia/Multimodal Presentation of Informative Memo</td>
<td>10/23 and 10/25</td>
<td>250 points</td>
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<tr>
<td>**Business Proposal (Collaborative Group Project)</td>
<td>11/29</td>
<td>250 points</td>
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<tr>
<td>*Multimedia/Multimodal Presentations of Business Proposal</td>
<td>Last Week of Classes</td>
<td>200 points</td>
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<td><strong>Total</strong></td>
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<td>1000 points</td>
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**Participation/Attendance and Professionalism:**

This class is designed to give you the freedom to shape your own learning process which requires your active voice and participation in all class discussions and conversations (in-class and/or online). In this sense, your active participation is vital for you to have an effective and intellectually fulfilling experience. During reading facilitations lead by your peers and class discussion lead by Dr. E, you are expected to contribute to the conversation. For you to effectively be part of these conversations/discussions over assigned readings, you are required to complete all the reading assignments. In addition, your active role during in-class group discussions and online discussions (discussion posts), your commitment to completing discussions posts and responding to your peers in a timely and respectful manner, bringing class multiple drafts of your projects, offering respectful and constructive feedback to your peers and receiving feedback respectfully from your peers, communicating with me and your peers effectively and respectfully are all aspects that will impact your participation grade. Assessment of your participation is measurable and represents your commitment to this course. Your participation will be evaluated by considering your overall performance in class throughout the semester from a professional standpoint.

Attend all class meetings and be involved. Your attendance is necessary for you to have a successful and effective learning experience. If miss more than three sessions, your grade will be lowered by a complete grade (documented extended emergencies notwithstanding). This means you cannot receive an A if you miss more than three sessions.

Professionalism is a core value in this course. While you are responsible for shaping your own learning experience, you also have an ethical responsibility to your peers’ learning experiences. In this sense, it is detrimental for you to be responsible and responsive as you collaborate with others in this course. Your participation and attendance in this class will speak to your professionalism, work ethic, and commitment.

**Writing Emails/Letters in Workplaces:**

For this assignment, you will write two emails/letters addressed to a supervisor, colleague, or customer. The first email/letter will use a neutral tone and is intended to convey information or present perspective on an issue. The second email/letter will intend to convey sensitive or negative information.

**Job Application E-Portfolio:**

This E-portfolio will include a posting for a job position for which you qualify now; an analysis of the organization, job position, and audience for the application; a cover letter; and a resume/or CV. You will choose a digital platform and design your E-portfolio as it aligns with your professional identity (how you want to represent yourself online) in relation to the vision/mission of the company you will be applying for.
Multimedia/Multimodal Presentation of Informative Memo:
For this assignment, you will first select a company/brand/organization known world-wide (global impact) such as McDonalds. Then, you will select a website of this company prepared for a country that is outside of North America. You will analyze this website with an emphasis on the implications of cross-cultural communication/writing practices and how these cross-cultural practices impact professional/business communication on a global scale. You will present your findings by using multimodal composition strategies and digital tools.

Business Proposal (Collaborative Group Project):
As a group, you will first select an industry and then a leading company in your chosen industry. You will conduct an industry analysis focusing on the role and function of your selected company in the industry. This analysis will help you to decide the subject-focus of your business proposal for this company. Depending on your results, you might address a problem, an undermined issue/aspect, and/or a gap in the industry and propose a solution as you prove the feasibility of your suggested action.

Overall, this assignment will include a cover letter, executive summary, analysis of a business situation requiring a solution, proposed solution with implementation of timelines and costs, references pages, and revised resumes.

You are writing this proposal to convince the executive members of this company to hire you and/or invest in your proposed project. Meaning, your audience is the professionals in the industry.

Multimedia/Multimodal Presentations of Business Proposal:
You will present your proposal to the class during the last weeks of classes. You are expected to prepare for this presentation as you are actually presenting your business project to the executive members of your selected company/industry. They are your primary audience and your purpose is to persuade them to hire you and/or invest in your business project.

Completing all the assignments and presenting your best work in addition to fully meeting professionalism expectations through your active participation will earn you an A in this class.

Your final grade will be a B if you complete all of the class expectations but do not fully challenge yourself to do excellent work.

Your final grade will be a C or lower if you fail to complete any of the assignments and/or meet the professionalism standards of this course.

UNIVERSITY & COURSE POLICIES

Students with Disabilities
ADA support is available to you. The Americans with Disabilities Act (ADA) requires that reasonable accommodations be provided for students with different physical, sensory, cognitive, systemic, learning, and psychiatric abilities. If you suspect or know you are differently-abled and need an accommodation, you should contact the CASS at (915) 747-5148 or cass@utep.edu. The CASS is located in Room 106, Union East Bldg. You are responsible for presenting the instructor any CASS
accommodation letters and instructions. For more information, visit: https://www.utep.edu/student-affairs/cass/

**The University of Texas at El Paso Title IX (Sexual Harassment) Statement:** The University of Texas at El Paso (“University”) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities that are federally funded. Sexual misconduct is a form of sex discrimination and will not be tolerated; sexual misconduct includes sexual harassment, sexual violence, sexual assault, stalking, domestic violence and/or dating violence.

The essence of Title IX is that an institution may not exclude, separate, deny benefits to, or otherwise treat differently any person on the basis of sex. It protects students, employees, applicants for admission and employment, and other persons from all forms of sex discrimination. This commitment to non-discrimination applies to both employment in and admission to such programs and activities. Title IX also applies to issues of program equity such as in athletics and sexual harassment and sexual violence. Ms. Sandy Vasquez is UTEP’S Title IX Coordinator. Her office is located at Kelly Hall 302, 915-747-5662 and svasquez@utep.edu or eoaa@utep.edu.

**Classroom Etiquette:** In general, treat each other and the instructor with respect and follow standards of common Courtesy

- This course requires the use of computer technologies in and out of class. Students are expected to bring their laptops to class with batteries fully charged. While some class time is provided for computer literacy instruction, the instructor on an individual basis will either provide additional help or recommend other support for advanced applications. Please place all cell phones or other electronic communication out of sight (in a bag, purse, pocket and in silent mode) while in class. You may think quietly texting someone is not distracting to the instructor or fellow students, but it is.
- Do not use your time in class to complete tasks that are not related to the course-content.
- Computers are to be used for RWS/ENGL 3355 work only. No shopping, no Facebook, etc. Those who consistently violate this policy will be asked to leave. You will also be counted absent and lose credit for any in-class work that day.
- Do not talk or make excessive noise while the instructor or another student is speaking to the class as a whole. (This includes typing on the keyboard or clicking the mouse.)
- When group work is assigned in class, you must work in a group, not as an individual.
- During group work time, please stay on task and work cooperatively with other group members.
- BE PUNCTUAL.
- COME TO CLASS PREPARED. Your input is valuable. Read all assigned readings, complete all assigned work, and come to class prepared to write and talk about the day’s topics, readings, and writings.
• BE RESPECTFUL: Treat your peers and me with respect, even if our worldviews, values, and opinions are wildly different from yours. Please be tolerant and respectful of others.
• MEET DEADLINES. It is your responsibility to turn in all of your assignments at the designated time and date.

Online ‘Netiquette:

• Always consider audience. Remember that classmates and the instructor will be reading your postings.

• Treat classmates and your instructor with respect. Inappropriate postings will not be tolerated.

• Online entries should be written in Standard English with edited spelling, grammar, and punctuation. A professional forum is not the place for all capital letters, all lowercase letters, or language shortcuts. This is your chance to practice!

• When responding to someone else’s message, address the ideas, not the person. Post only what anyone would comfortably state in a face-to-face situation.

• If a message or post makes you react, consider taking some distance (time and physical space) to let your gut process the message and digest it so that you can respond rationally.

• Be sure to read everyone’s responses carefully before posting or responding. Aim to make the conversation interesting and productive.

• Make sure your postings are your own. Do not copy others’ ideas and without attribution.

• Blackboard is not a public Internet venue; all postings to it should be considered private and confidential. Whatever is posted on in these online spaces is intended for classmates and the professor only. Please do not copy documents and paste them to a publicly accessible website, blog, or other space. If students wish to do so, they have the ethical obligation to first request the permission of the writer(s).

Communication and Collaboration:

COMMUNICATE WITH ME. If there is something going on in your life that is affecting your work, please let me know as soon as possible. If you do not understand a concept or assignment, or if you are having trouble completing an assignment, please let me know so I can work with you to help you.

Open Blackboard as frequently as you can during the week to stay on top of announcements, discussions, and assignments. Any urgent announcements or major changes will also arrive in your UTEP e-mail inbox.
Instructions for Accessing Blackboard: Students must have a UTEP email ID and password to access Blackboard. The instructor will send you a link to the class space, and you can log on using your credentials. Any questions or problems can be directed to the Helpdesk at 747-5257. Students can access Blackboard by the steps outlined below: Go to http://my.utep.edu Login is e-mail ID. Password is e-mail password. Click on the link to Blackboard. Once logged into Blackboard, all the courses a student is registered for are listed under the appropriate semester. Click on the course title to access the course.

While Blackboard is our main interface, the wikipage for this class is our second interface to communicate, review papers, and illustrate examples, etc. I will use our wikipage to share resources and post daily plans. You can use our wikipage as a platform to collaborate as well. We will use other interfaces to communicate. Sometimes these platforms can be down or contain errors. It is your responsibility to look into those errors as soon as possible and to find alternative means of communication (UTEP e-mail, Google Drive, Facebook, phone, etc.) to communicate with classmates or with the instructor. After attempting to resolve these issues and not finding a viable solution, bring the issue to the instructor’s attention immediately.

Discussion Posts:
You will be responsible for completing weekly discussion ports. Some of these will be individual and others will be group posts. As a general rule (there will be a few exceptions) posts must be at least 300 words in length and provide a full and thoughtful response to the readings/prompt. You must also respond to at least one other person’s post for each discussion. Replies to others’ posts must be at least 100 words in length and offer an insightful and detailed response. Ideally, conversations will begin to take place, and any additional comments beyond what is required will have no word limits or other restraints (except that they must follow the rules of netiquette).

Posts should justify positions and provide specific examples. You must demonstrate that they have read the assignment and their classmates’ comments carefully and thoughtfully. Be sure to post in a timely fashion to receive credit for the discussion. Pay close attention to the posted deadlines. You will not receive credit for yes/no/one-word answers.

Groups:
You will be working in different groups for several activities and two major assignments this semester. The first thing you should do is set up the minimum specifications for success together: how will you communicate? How often? Who will do what? Etc. As in the workplace, you must learn to resolve conflicts effectively to promote the success of the group. If there is a serious problem with a group member, you may contact me about it only after you have tried to resolve the problem within the group. In order to earn your group grade, please adhere to deadlines, contribute meaningfully to group activities, and treat your group with respect in all of your communications. Failure to do so will result in a lowered grade for the course.

Office Hours: Please note my regular office hours above. You also can arrange to see me at other times that are mutually convenient. Office hours belong to you just as much as our class time. Don’t hesitate to take advantage of my availability and the help I am ready to offer. If you need to contact me outside of class time or office hours, it is best to communicate with me by email.

Due Dates/Late Work/Extensions: I will not accept late weekly Discussion Posts or missed in-class work. These weekly and daily assignments are directly related to your participation and attendance in class. All the major assignments are due by the end of the day that they are due, unless otherwise specified. However, if there is a crisis that prevents you from meeting a deadline of any major project, you can
request an extension at least 24 hours before the due date via email, and you must propose a new day and time for submission. The approval of an extension is entirely at my discretion and will depend on the reason for your absence, your record of completion of work, and attendance. If I realize that you miss a lot of classes, weekly entries, in-class work, and you do not turn any draft of the upcoming major project in, I will not give an extension because it will be obvious that you need extra time because of lack of professionalism.

Due dates are already posted – please note them in your calendar and plan ahead.

Turning in a major assignment late without a valid excuse will negatively affect your grade. If a paper is turned in after the due date, its lateness will be taken into consideration when assessing the grade. After the due date, you lose 10 points for every day you miss to submit your project.

All work may be turned in early for evaluation and/or pre-planned absences. Periodically, the instructor might revise the tentative course schedule; students are responsible for documenting any formally announced changes in the schedule.

**Grade Protests:** A student wishing to protest a final course grade must first try to resolve any disagreement with the instructor. If unable to reach a resolution, the student may follow the procedures listed under "Grade Grievance." [https://www.utep.edu/student-affairs/dean-of-students-office/resources/grade-grievance.html](https://www.utep.edu/student-affairs/dean-of-students-office/resources/grade-grievance.html)

**Drop Policy:** I do not automatically drop students, even after excessive absences. You must initiate the drop yourself, so be mindful of University policy regarding dropping classes and drop dates: [https://www.utep.edu/extendeduniversity/utepconnect/current-students/advising/registering-and-dropping.html](https://www.utep.edu/extendeduniversity/utepconnect/current-students/advising/registering-and-dropping.html)

Also, please see *Dropping vs. Complete Withdrawal:* [https://www.utep.edu/student-affairs/financialaid/eligibility/withdrawing-from-classes.html](https://www.utep.edu/student-affairs/financialaid/eligibility/withdrawing-from-classes.html)

**Academic Integrity and Plagiarism/Dishonesty:** At UTEP, consequences for plagiarism, fabrication, and collusion include disciplinary probation, failing grade for an exam/assignment/course, suspension, and expulsion. ALL cases of academic dishonesty are reported to the Dean of Students for academic sanctions. These sanctions may include expulsion. All work submitted must be original; you may not submit graded work from another course. Forms of academic dishonesty include collusion—working with others on an assignment intended to be an individual project; fabrication—deliberately creating false information on a works cited/references page; and plagiarism—the presentation of another person's work as your own, whether intentionally or not (i.e. copying parts of or whole papers off the Internet). For more information, see: [https://www.utep.edu/student-affairs/osccr/student-conduct/academic-integrity.html](https://www.utep.edu/student-affairs/osccr/student-conduct/academic-integrity.html)

**Copyright and Fair Use:**
The University requires all members of its community to follow copyright and fair use requirements. Students are individually and solely responsible for violations of copyright and fair use laws. The University will neither protect nor defend students nor assume any responsibility for student violations of fair use laws. Violations of copyright laws could subject students to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. For more on copyright and fair use as they pertain to the classroom, see this Library resource page: [http://libguides.utep.edu/content.php?pid=149559&sid=2849369](http://libguides.utep.edu/content.php?pid=149559&sid=2849369)
**The University Writing Center (UWC):**
The University Writing Center (UWC) is located on the second floor of the UTEP library in Room 227 and offers free one-on-one writing assistance for students. Online tutoring is also available. Graduate and undergraduate tutors work with writers on projects for a wide variety of classes and provide help during all parts of the writing process, including prewriting, drafting, revising, and editing. Meetings with tutors are on a first-come, first-served basis, but you may also make appointments with specific tutors. Some tutors are bilingual Spanish and English speakers. Tutors will not edit your paper for you, and you are the one ultimately responsible for the work you submit and the grade you earn. Visit the website to learn more or to sign up for online or face to face tutoring, and be sure to request tutoring well before a deadline: [http://uwc.utep.edu/](http://uwc.utep.edu/)

**E-mail:**
You may e-mail me at eozyesilpin@utep.edu or using Blackboard Mail any time to ask a question or to discuss course material. I will also e-mail you from time to time regarding course issues. If Blackboard is down for any reason, please check your UTEP e-mail for instructions and attachments. I will e-mail you at your UTEP e-mail address or via Blackboard, so be sure to check both regularly. E-mailed assignments will only be accepted on a case-by-case basis or if Blackboard is not functioning properly.

A note about e-mail: When you e-mail me, or any supervisor at work or a person you do not know very well, practice using Standard English and complete sentences. Re-read your e-mail before sending to make sure it is clear, brief (consider my time and how you organize the information for readability), and edited. Use appropriate greetings and closings EVERY (or almost every) time. Notice capitalization, punctuation, spacing, and organization in the example below:

Dear Dr. Ozyesilpinar/Hi Dr. Eda /Hello Dr. E,

I have two questions. First, one of our group members has not responded to any communication in the last two weeks—what can we do? Second, I found a contradiction in the book. Chapter 2 says that we should always include a closing in every single e-mail, and chapter 5 says sometimes it is ok to leave the closing out. I’m confused.

Thank you, Cordially, Best, Regards, Sincerely,

Josephine Student

I will always respond to your emails within 24 hours. If you will not receive a response from me within 24 hours, then please send me another email or come and meet me during my office hours. However, please DO NOT EMAIL me regarding the same issue(s) you addressed in your first email until after it has been 24 hours. This is for me to easily keep track of multiple emails I will be receiving from all of you throughout the semester. If you forget to mention things in your original email or forget to attach a document etc., you can, of course, email me again.

If you email me after 6:00pm, please expect to receive a respond from me the following morning!