

**Calendar – RWS 5315 – Professional Writing & Rhetoric**  
**Fall 2019 – Term A**  
**Instructor – Dr. Teresa Quezada**

Calendar subject to change – consult BlackBoard for updated calendar and assignment due dates. I will also send announcements regarding changes to due dates or assignments. **Time requirements are MDT time.**

**Thill & Bovée** is our syllabus and calendar abbreviation for our major textbook: *Excellence in Business Communication* by John V. Thill and Courtland L. Bovée

**Neuliep** is our syllabus and calendar abbreviation for our textbook: *Intercultural Communication: A Contextual Approach* by James W. Neuliep.

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**Week 1 – August 26 through August 31, 2019**

**Module 0: Online Learning**

**Module 1: Introductions and Introduction to Rhetoric and Professional Writing**

**VIEW:**

- BB video – Navigating 5315 and Blackboard
- BB video – Working in Groups in Blackboard

**READINGS:**

**BlackBoard Sources:**

- James A. Herrick, Chapter 1 “An Overview of Rhetoric,” *The History and Theory of Rhetoric*
- Professional Writing in my Field/Profession Memo – Assignment Sheet

**Week 1 - August 26 through August 31, 2019**

**Module 2: Professional Writing and Correctness**

**READINGS:**

- **Thill & Bovée: Chapter 1 “Professional Communication in a Digital, Social, Mobile World”**
- **Williams & Bizup: Lessons 1 and 2**

**BB Sources:**

- **Differentiating between and Punctuating Dependent & Independent Clauses**

**VIEW:**

- **Peer Reviewing Video**

**ASSIGNMENTS DUE:**

- **Initial Introduction Post Due by 11 PM, Wednesday, August 28, 2019**
- **Response to 2 colleagues due by 11 PM, Friday, August 30, 2019**

Post to the Discussion thread on the main course contents and introduce yourself to the class. Remember that as an introduction to the online learning community you want to start identifying colleagues that may serve as resources and collaborators throughout the semester. Respond to 2 of your classmates with whom you share something in common, introduce yourself and identify your shared elements.

- **Herrick reading discussion post (DP) due by 11 PM, Sunday, September 1, 2019.**
- **DP due by 11 PM, Wednesday, September 4, 2019 – Distinguishing between ethical dilemmas and ethical lapses.**
- **Professional Writing in My Field/Profession due by 11 PM on Sunday, September 8, 2019.**

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**Week 2 – September 1 through September 7, 2019**

**Module 3: The Rhetorical Situation and Professional Contexts**

**READINGS:**

**BLACKBOARD Sources:**

- “The Rhetorical Situation” by Lloyd F. Bitzer
- “Attorneys at the Podium: A Plain Language Approach to Using the Rhetorical Situation in Public Speaking Outside the Courtroom” by Jason K. Cohen
- “The Rhetorical Situation of Web Résumés” by John B. Killoran

**Week 2 – September 1 through September 7, 2019**

**Module 4: The Writing Process, Business Messages and Writing Clearly**

**READINGS:**

- Thill & Bovée: Chapter 4 – “Planning Business Messages”
- Thill & Bovée: Chapter 5 – “Writing Business Messages”
- Williams & Bizup: Lessons 3 and 4

**BlackBoard Sources:**

- “Verbs as Nouns” Henry Hitchings @ [https://opinionator.blogs.nytimes.com/2013/03/30/those-irritating-verbs-as-nouns/?\\_php=true&\\_type=blogs&r=2](https://opinionator.blogs.nytimes.com/2013/03/30/those-irritating-verbs-as-nouns/?_php=true&_type=blogs&r=2)
- “Zombie Nouns” @ <https://opinionator.blogs.nytimes.com/2012/07/23/zombie-nouns/>
- The Paramedic Method – from Purdue OWL

**ACTIVITY:**

Take the “Word Diet Test” at <http://www.writersdiet.com/test.php>

**ASSIGNMENTS DUE:**

- DP – Your challenging professional rhetorical situation due by 11 PM on Friday, September 6, 2019.
- Professional Writing in My Field/Profession due by 11 PM on Sunday, September 8, 2019.
- DP - How did you fare in the Word Diet Test? Due by 11 PM, Wednesday, September 11, 2019.

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**Week 3 – September 8 through September 14, 2019**

**Module 5: Electronic and Routine Messages**

**READINGS:**

- **Thill & Bovée: Chapter 6 – “Completing Business Messages”**
- **Thill & Bovée: Chapter 7 – “Crafting Messages for Digital Channels”**
- **Thill & Bovée: Chapter 8 – “Writing Routine Positive Messages”**
- **Williams & Bizup: Lessons 5 and 6**

**BlackBoard Sources:**

- **Routine Message – Request for Country Assignment Sheet**

**Week 3 – September 8 through September 14, 2019**

**Module 6: Diversity in the Workplace and Intercultural Communication**

**READINGS:**

- **Thill & Bovée: Chapter 3 – “Communication Challenges in a Diverse, Global Marketplace”**
- **Neuliep: Chapter 1 – “The Necessity of Intercultural Communication”**
- **Neuliep: Chapter 2 – “The Cultural Context”**

**BlackBoard Sources:**

- **Re-learning English – Link to BBC article about speaking and writing English in a multi-cultural setting**
- **Intercultural Communication Instruction Memo Assignment Sheet**

**ASSIGNMENTS DUE:**

- **Professional Writing in My Field/Profession due by 11 PM on Sunday, September 8, 2019.**
- **Thill & Bovée Chapter 7, Exercise 7.9 on page 217.** Complete the exercise independently and select only two of the 5 messages. For each of your selected messages, choose a medium that you believe would work most effectively and explain your choice. Use concepts learned so far to support your selected medium. **Due by 11 PM, Friday, September 13, 2019.**
- **Request for Country Memo due by 11 PM, Sunday, September 15, 2019.**
- **Analyze and rewrite message on Thill & Bovée text, p. 93 “Message for Analysis: Adapting to Cultural Differences (immediately preceding all the exercises, but does not have a number) due by 11 PM, Wednesday, September 18, 2019.**

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**Week 4 – September 15 through September 21, 2019**

**Module 7: Sensitive and Negative Messages**

**READINGS:**

- Thill & Bovée: Chapter 9 – “Writing Negative Messages”
- Neuliep: Chapter 7 – “The Verbal Code: Human Language”
- Neuliep: Chapter 8 – “The Nonverbal Code”

**BLACKBOARD SOURCE:**

- Sensitive & Negative Message Assignment Sheet

**Week 4 - September 15 through September 21, 2019**

**Module 8: Writing Instructions and Definitions**

**READINGS:**

- Williams & Bizup: Lesson 7

**BLACKBOARD Sources:**

- Markel, M. and Selber, S. (2018). *Technical Communication*. 12<sup>th</sup> edition. Boston: Bedford/St. Martin’s. Chapter 20, “Writing Definitions, Descriptions, and Instructions.”
- Instructions Memo Assignment Sheet

**VIEW:**

- “Key Forms of Business Writing: Instructions” @ <http://youtu.be/Nkeot2j5pNI>

**ASSIGNMENTS DUE** (notice the next major assignment drafts for your instructions and peer review are due during week 5):

- Begin researching your selected country upon my approval so that you will have most of your sources identified by the time you must start drafting that memo assignment.
- Upload draft of sensitive/negative message to peer review group no later than 11 PM, Wednesday, September 18, 2019.
- Provide feedback on sensitive/negative message to colleagues on their drafts no later than 11 PM, Thursday, September 19, 2019.
- Peer review reflection (PRR) – sensitive/negative message due by 11 PM, Friday, September 20, 2019.
- Final draft sensitive/negative message due by 11 PM, Sunday, September 22, 2019.
- Upload a draft of your instructions for peer reviewing no later than 11 PM Wednesday, September 25, 2019.
- Provide feedback to colleagues on their draft instructions no later than 11 PM, Thursday, September 26, 2019.
- Complete the peer review reflection for the instructions you reviewed by 11 PM Friday, September 27, 2019.
- Submit your final draft of instructions by 11 PM, Sunday, September 29, 2019.

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**Week 5 – September 22 through September 28, 2019**

**Module 9: Writing Persuasive Messages**

**READINGS:**

- **Thill & Bovée: Chapter 10 – “Writing Persuasive Messages”**
- **Neulip: Chapter 9 – “Developing Intercultural Relationships”**
- **Neulip: Chapter 10 – “Intercultural Conflict”**
- **Neulip: Chapter 11 – “ Intercultural Communication in Business, Health Care, and Educational Settings”**
- **BB Source: Assignment Sheet – Persuasive Messages**

**Week 5 – September 22 through September 28, 2019**

**Module 10: Developing Team Skills & Managing Meetings**

**READINGS:**

- **Thill & Bovée: Chapter 2 – “Collaboration, Interpersonal Communication and Business Etiquette” through page 54 (you can skip the Business Etiquette section).**
- **Neuliep: Chapter 12 – “Acculturation, Culture Shock, and Intercultural Competence”**
- **Williams & Bizzup: Lesson 8 – “Global Coherence”**

**BLACKBOARD Sources:**

- **Group Roles and Working in Groups Materials**
- **Group Contract Assignment Sheet**
- **Policies & Procedures Assignment Sheet**
- **Report/Proposal & Draft Presentation Assignment Sheet**

**ACTIVITY:**

- **Visit the open forum discussion board to work with colleagues to form groups. I will not grade (and usually do not participate) in this discussion board. It is meant for you to consult with your classmates to form groups for the major, end-of-term projects.**

**ASSIGNMENTS DUE:**

- **DP – “Water Cooler” Discussion to brainstorm potential ideas for resolving the situation presented in the Persuasive Messages Assignment scenario. Post your initial thoughts/recommendations by 11 PM, Thursday, September 26, 2019. Respond to at least one colleague’s posting by 11 PM, Tuesday, October 1, 2019.**
- **Upload a draft of your instructions for peer reviewing no later than 11 PM Wednesday, September 25, 2019.**
- **Provide feedback to colleagues on their draft instructions no later than 11 PM, Thursday, September 26, 2019.**
- **Complete the peer review reflection for the instructions you reviewed by 11 PM Friday, September 27, 2019.**
- **Submit your final draft of instructions by 11 PM, Sunday, September 29, 2019.**
- **Submit Group contract by 11:00 PM, Saturday, September 28, 2019. (only one group member is required to submit).**

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**Week 6 – September 29 through October 5, 2019**

**Module 11: Writing Policies and Procedures**

**BLACKBOARD Sources:**

- Policies and Procedures Source
- Thatcher, B.L. (2000). Writing policies and procedures in a U.S./South American context. *Technical Communication Quarterly*, 9:4, 365-399, DOI 10.1080/10572250009364706
- Visual Design Basics/Color Basics @ <https://www.usability.gov/what-and-why/visual-design.html>
- Purdue OWL – Parallelism
- Isenberg’s School of Management - Parallelism

**Week 6 – September 29 through October 5, 2019**

**Module 12: Preparing Reports & Oral Presentations**

**READINGS:**

- Thill & Bovée: Chapter 11 – “Planning Reports and Proposals”
- Thill & Bovée: Chapter 12 – “Writing Reports and Proposals”
- Williams & Bizup: Lesson 9 – “Concision”
- Williams & Bizup: Lesson 10 – “Shape”

**BLACKBOARD Sources:**

- Purdue OWL – APA formatting

**ASSIGNMENTS DUE:**

This week, you will be submitting assignments that have been assigned earlier this semester.

- Group Contract – 11:00 PM, Saturday, September 28, 2019.
- Final Draft Instruction Memo – 11 PM, Sunday, September 29, 2019.
- Final Draft Persuasive Messages – 11 PM Friday, October 4, 2019.

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**Week 7 –October 6 through October 12, 2019**

**Module 13: Finalizing Reports and Delivering Oral Presentations**

**READINGS:**

- **Thill & Bovée: Chapter 13 – “Completing Reports and Proposals”**
- **Thill & Bovée: Chapter 14 – “Designing and Delivering Oral and Online Presentations”**
- **Williams & Bizup: Lesson 11 – “Elegance”**
- **Williams & Bizup: Lesson 12 – “The Ethics of Style”**
- **BB Source: Designing & Delivering Effective Presentations @**  
**<https://www.youtube.com/watch?v=HJgeF3ALl0g&feature=youtu.be>**

**ASSIGNMENTS DUE:**

- **Final Policies and Procedures due by 11:59 PM, Monday, October 7, 2019.**
- **Final Report and Presentation script assignments due by 11:59 PM, Friday, October 11, 2019.**