

Calendar – RWS 5315 – Professional Writing & Rhetoric
Spring 2020 – 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 MST 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.

Williams and Bizup refers to our style handbook: *Style: Lessons in Clarity and Grace*, 12th edition by Joseph M. Williams and Joseph Bizup.

Week 1 – January 21 through January 25, 2020

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 - January 21 through January 25, 2020

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**
- **Memo formats**

VIEW:

- **Peer Reviewing Video**

ASSIGNMENTS DUE:

- **Initial Introduction Post Due by 11 PM, Wednesday, January 22, 2020**
- **Response to 2 colleagues due by 11 PM, Friday, January 24, 2020**

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, January 26, 2020.**
- **DP due by 11 PM, Wednesday, January 29, 2020 – Distinguishing between ethical dilemmas and ethical lapses.**
- **Professional Writing in My Field/Profession due by 11 PM on Sunday, February 2, 2020.**

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Week 2 – January 26 through February 1, 2020

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 – January 26 through February 1, 2020

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
- 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, January 31, 2020.
- Professional Writing in My Field/Profession due by 11 PM on Sunday, February 2, 2020.
- DP - How did you fare in the Word Diet Test? Due by 11 PM, Wednesday, February 5, 2020.

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Week 3 – February 2 through February 8, 2020

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 – February 2 through February 8, 2020

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, February 2, 2020.**
- **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, February 7, 2020.**
- **Request for Country Memo due by 11 PM, Sunday, February 9, 2020.**
- **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, February 12, 2020.**

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Week 4 – February 9 through February 15, 2020

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 - February 9 through February 15, 2020

Module 8: Writing Instructions and Definitions

READINGS:

- Williams & Bizup: Lesson 7

BLACKBOARD Sources:

- Markel, M. and Selber, S. (2018). *Technical Communication*. 12th 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, February 12, 2020.
- Provide feedback on sensitive/negative message to colleagues on their drafts no later than 11 PM, Thursday, February 13, 2020.
- Peer review reflection (PRR) – sensitive/negative message due by 11 PM, Friday, February 14, 2020.
- Final draft sensitive/negative message due by 11 PM, Sunday, February 16, 2020.
- Upload a draft of your instructions for peer reviewing no later than 11 PM Wednesday, February 19, 2020.
- Provide feedback to colleagues on their draft instructions no later than 11 PM, Thursday, February 20, 2020.
- Complete the peer review reflection for the instructions you reviewed by 11 PM Friday, February 21, 2020.
- Submit your final draft of instructions by 11 PM, Sunday, February 23, 2020.

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Week 5 – February 16 through February 22, 2020

Module 9: Writing Persuasive Messages

READINGS:

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

Week 5 – February 16 through February 22, 2020

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:

- Final draft sensitive/negative message due by 11 PM, Sunday, February 16, 2020.
- 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, February 20, 2020. Respond to at least one colleague’s posting by 11 PM, Tuesday, February 25, 2020.**
- Upload a draft of your instructions for peer reviewing no later than 11 PM Wednesday, February 19, 2020.
- Provide **feedback to colleagues** on their draft instructions no later than 11 PM, Thursday, February 20, 2020.
- Complete the **peer review reflection for the instructions** you reviewed by 11 PM Friday, February 21, 2020.
- **Submit your final draft of instructions by 11 PM, Sunday, February 23, 2020.**
- **Submit Group contract by 11:00 PM, Saturday, February 22, 2020.** (only one group member is required to submit).

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Week 6 – February 23 through February 29, 2020

Module 11: Writing Policies and Procedures

BLACKBOARD Sources:

- Dyson, (1994). How and when to write policies and procedures.
- 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 – February 23 through February 29, 2020

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
- Report/Proposal & Draft Presentation Assignment Sheet

ASSIGNMENTS DUE:

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

- Final Draft Instruction Memo – 11 PM, Sunday, February 23, 2020.
- Respond to at least one colleague in “Water Cooler” DB by 11 PM, Tuesday, February 25, 2020.
- Final Draft Persuasive Messages – 11 PM Friday, February 28, 2020.

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Week 7 – March 1 through March 6, 2020

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=HJgeF3ALI0g&feature=youtu.be>

ASSIGNMENTS DUE:

- **Final Policies and Procedures due by 11:00 PM, Monday, March 2, 2020.**
- **Final Report and Presentation script assignments due by 11:59 PM, Friday, March 6, 2020.**