Writing 2130G
Building Better (Communication) Bridges: Rhetoric and Professional Communication for Engineers
Winter 2022

Lecture Section 652 (online, asynchronous)

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Office Hours: Wed. 9:30-11:30 (via email or by appointment via Zoom, but you may of course email me at any time)

Course Description and Objectives

This course introduces students to rhetorical principles and the practices of written, oral, and visual communication in professional engineering contexts.   Particular attention is paid to identifying and understanding audience, context and purpose; the grammar and effective style of Standard Written English; modes of persuasion; interpersonal communication; the negotiation of cultural difference; and effective scholarly research practices. Students will learn strategies for drafting and designing technical and academic documents and for approaching the editing and revision of those documents. As well, they will gain experience in organizing research effectively for presentation, composing clear and useful visual aids, and presenting research to their peers and the broader public with confidence.

Students who successfully complete Writing 2130 should be able to do the following:

- Write and speak with a greater degree of clarity, confidence, and critical self-awareness to different kinds of audiences
- Understand what constitutes effective, ethical, and correct written and oral communication in a variety of rhetorical situations (and why)
- Identify and define various rhetorical contexts for professional communication, including cultural contexts
- Identify, correct, and avoid errors in composition, grammar, and mechanics
- Distinguish between primary and secondary sources (research vs. review materials) and employ the methods of finding and evaluating such sources efficiently and correctly and of assessing their relative merits
- Understand what is at stake in conducting a review of scholarly literature
- Integrate source materials into written assignments both ethically and correctly, using IEEE documentation
- Revise papers and oral presentations through multiple drafts
- Understand basic principles of document design and visual rhetoric and apply them to a research poster

Antirequisite
Engineering Sciences 2211F/G: Engineering Communications

Prerequisite
Engineering Sciences 1050: Introductory Engineering Design and Innovation Studio

Required Texts
R. Irish and P.E. Weiss, *Engineering Communication: From Principles to Practice,* 2nd ed. Don Mills: Oxford University Press, 2013.

W.E. Messenger *et al.*, *The Canadian Writer's Handbook: Second Essentials Edition*. Don Mills: Oxford
     University Press, 2017.

These required texts are available as a package through the Western Bookstore. You can order copies
(physical or digital, for purchase or rental) here: https://bookstore.uwo.ca/textbook-
search?campus=UWO&term=B2021&courses%5B0%5D=001_UW/WRI2130F

IEEE Citation and Documentation Guide
https://ieee-dataport.org/sites/default/files/analysis/27/IEEE%20Citation%20Guidelines.pdf

Course Requirements

Multiple-choice Quizzes (Best 2 of 3 @ 10% each)	20%
Assignment #1: Description of an important Engineering problem for two audiences (750-1250 words total for two documents)	15%
Assignment #2: Multi-component Research Project, as follows:	
Research "Presentation" (5 minute recorded voice-over, 5-7 slides)	15%
Research Poster	15%
Research Essay (1250-1500 words)	20%
Weekly tutorial discussion postings/responses	15%

Submitting Assignments
Assignments are due on the date specified, uploaded through the relevant "Assignments" link **on your
tutorial's OWL site**. Do not email me (or your TA) any assignments! **Unless you have been granted an
extension, late assignments will be penalized a full letter grade at least and <u>may not be accepted at
all</u>**. You must talk to your TA about extensions ahead of the due date; they are not automatic.

Note: When using sources in any written assignment, you will be expected to follow IEEE standards for
citation and documentation (as well as for formatting). By uploading your assignments to OWL, you will
be automatically submitting them to Turnitin for plagiarism checking. Turnitin will generate a report for
you, detailing the percentage of your paper that has been drawn from sources; you will be able to see the
report, as will your TA. No assignment will be graded until that report is generated and viewed.

Attendance and Participation
It should go without saying that attendance at class is required to improve as a communicator. The most
successful classrooms—physical or online—have students and instructors equally engaged in thinking
about and discussing the readings, assignments, and weekly topics. **You are expected to complete the
assigned readings each week**. As the current circumstances require this class to be fully online, we do
not meet formally; thus, attendance and participation on your tutorial discussion board are connected.
Online courses are typically asynchronous (and this one is no different), but they are not wholly self-
paced. You must attend and participate in class (defined as logging into your tutorial's OWL section and
interacting with your peers and TA by posting responses to questions and prompts in the relevant weekly
topic sections under the "Forums" link).

Your class discussion grade will be based on whether you have sufficiently fulfilled the posting
requirements, which are listed in more detail below. In general, the grade will be determined by 1) the
quality of your posts each week, 2) the frequency and number of quality posts made.

1) Quality of Posting
All posts on your tutorial discussion forum must
- Contribute something meaningful to the board.
- Support your response with sufficient reasons and/or evidence.
- Demonstrate that you have either completed the assigned lecture and/or textbook reading (and/or that you have read your classmates' posts).
- Display good grammar and organization.

Posts should not
- Employ disrespectful, insulting, or offensive language. **Note in particular that the use of racist language or any language that works against the values of Equity, Diversity, and Inclusion will not be tolerated.**
- Be unrelated to the weekly topic.
- Be too long (more than one screen length) or too short (a sentence or two).
- Consist (in the case of responding to classmates) only of statements like "I agree with you" or "Great comment!" Such posts do not contribute any substance to the discussion; thus, they do not count as posts.

2) Frequency and Number of Posts
You must post on at least **two separate days** covering that particular week's forum prompt (in addition to meeting the standards defined under "Quality of Posting"). At least **one post must initiate a new thread** to the discussion, and at least **one post must be a reply to either your tutorial leader or another student**. This means at least **two posts per week**. For the purposes of the class discussion, all weeks run from Monday to Sunday; late posts (i.e., posts that appear after the discussion concludes on Sundays at 11:59 pm) will not count toward your participation grade.

In assessing your participation, we may also look at the number of posts you've read. For instance, if during Week 3, your tutorial has posted 50 times in total and you only read 8 of those posts, that fact would not reflect positively in assigning your discussion grade.

Scholastic Offences, including Plagiarism
All essays and assignments must be written **in your own words**. Whenever you take an idea or a passage of text from another author, you must acknowledge this debt by using quotation marks where appropriate and by proper referencing of all quotation, paraphrase, and summary via in-text citations. **Please note that plagiarism also includes double submission: submitting work from one course for credit in another without written permission from both instructors**. Plagiarism is a major academic offence. Scholastic offences such as plagiarism are taken very seriously and attended by academic penalties that may include expulsion from the program. You may read the appropriate policy on what constitutes a scholastic offence by following this link:
http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com http://www.turnitin.com.

As noted, in this course you will be required to submit an electronic copy of the final version of each of your written assignments to turnitin.com through your tutorial section's OWL homepage.

Prerequisite Checking

Ensuring you have the correct prerequisite(s) is your responsibility. The following notation articulates the Senate regulation with respect to the student needing to be responsible for ensuring that course prerequisites have been completed successfully or special permission from the Dean obtained:

"Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed.   You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites."

Accommodation Policy

Note: the official Western Accommodation Policy appears below. This is in effect, but may be modified temporarily by the university during the academic year as conditions change.

Students with disabilities work with Accessible Education (formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here: Academic Accommodation for Students with Disabilities.

Academic Consideration for Student Absence
Students will have up to two (2) opportunities during the regular academic year to use an on-line portal to self-report an absence during the term, provided the following conditions are met: the absence is no more than 48 hours in duration, and the assessment for which consideration is being sought is worth 30% or less of the student's final grade. Students are expected to contact their instructors by email within 24 hours of the end of the period of the self-reported absence. Students are not able to use the self-reporting option in the following circumstances:

- for exams scheduled by the Office of the Registrar (e.g., December and April exams)
- absence of a duration greater than 48 hours,
- assessments worth more than 30% of the student's final grade,
- if a student has already used the self-reporting portal twice during the academic year

If the conditions for a Self-Reported Absence are *not* met, students will need to provide a Student Medical Certificate if the absence is medical, or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty academic counselling office to obtain more information about the relevant documentation.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. **All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office of a student's Home Faculty.**

In this course, all requests for academic consideration must be directed to the Academic Counselling office of the student's Home Faculty if an SRA will not be used.

For Western University policy on Consideration for Student Absence, see:
Policy on Academic Consideration for Student Absences - Undergraduate Students in First Entry Programs and for the Student Medical Certificate (SMC), see:
http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

Religious Accommodation
Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing (email), prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the Western Multicultural Calendar.

Students who are in emotional/mental distress should refer to MentalHealth@Western: (https://www.uwo.ca/health/psych/index.html) for a complete list of options about how to obtain help. Immediate help in the event of a crisis can be had by phoning 519.661.3030 (during class hours) or 519.433.2023 after class hours and on weekends.

Support Services
Registrarial Services http://www.registrar.uwo.ca
Student Support Services https://student.uwo.ca/psp/heprdweb/?cmd=login
Services provided by the USC http://westernusc.ca/services/
Academic Support and Engagement http://www.sdc.uwo.ca/

Special Requests: Special Examinations, Incomplete Standing, Aegrotat Standing
Please refer to the "Information for All Students in a Writing Course" for more detailed information. Briefly, remember that your instructor does not have the discretion to initiate, consider, or grant (or not) such requests; you must go directly to the Dean's office of your home faculty.

Lecture, Reading, and Assignment Schedule

A Very Important Note: I am the owner of the Intellectual Property in my lecture materials. Even when those lecture materials are posted to OWL, students are strictly prohibited from posting or sharing them to any other websites or platforms or from using the lecture materials for any other purpose outside of the work of this course without my consent.

Date	Lec./Tut. Focus and Assignments	Readings
Week 1: Jan. 10-14	Introduction to the course/syllabus Discussion of Assignment 1	Syllabus and introductory documents posted to OWL
Week 2: Jan. 17-21	Assessing the rhetorical situation: Purpose, genre, and audience **Tutorial:** Grammar basics: word classes	*Engineering Communication* (**EC**): Introduction, Ch. 1, Ch. 3 (pg. 130-36), Appendix C (pg. 337-39, 342-45), Appendix D, Appendix E *Canadian Writer's Handbook* (**CWH**): Chapters 6 (all), 7a-b, 8a-f, 10-13 (all)
Week 3: Jan. 24-28	Purpose, genre, and audience **Tutorial:** Grammar basics continued: Sentence elements (clauses and phrases)	*EC*: Ch. 4; Appendix A, Appendix B (pg. 328-35) *CWH*: Ch.1 a-b, 2, 3

Week 4: Jan. 31- Feb. 4	Oral presentation basics **Tutorial:** Writing correctly: Sentence boundary errors	*EC*: Ch. 6 (pg. 213-16); Ch. 9 (pg. 280-92, 297-306, 307-8) *CWH*: Ch. 2, 5a-c
Week 5: Feb. 7-11	Oral presentation basics Discussion of Assignment 2 **Tutorial:** Writing correctly: Punctuation **Quiz 1 (due by 11:59 pm Friday)**	*CWH:* Ch. 15-18, 25; *EC:* Appendix F
Week 6: Feb. 14-18	Employment Communications **Tutorial:** Writing elegantly: Emphasis and "flow" (nominalizations, active vs. passive voice) **Assignment 1 (due by 11:59 pm Fri.)**	*CWH:* Ch. 4, 8h; *EC*: Ch. 3, 5, 6
Reading Week		
Week 7: Feb.28-Mar. 4	Developing and Designing an Argument: Visual Rhetoric **Tutorial:** Writing elegantly: Emphasis and "flow" (continued and review) **Quiz 2 (due by 11:59 pm Friday)**	*CWH:* Ch. 1d-g, 33; *EC*: Ch. 8, 9 (pg. 292-97, 306-7)
Week 8: Mar. 7-11	Visual Rhetoric (cont.): Research Posters **Tutorial:** Writing clearly: Faulty Parallelism; Modifier Problems	*CWH:* Ch. 5d-e, 5h; *EC*: Ch. 2, 8
Week 9: Mar. 14-18	Visual Rhetoric (cont.) Citing, Incorporating, and Documenting Sources **Tutorial:** Visual Rhetoric and effective Research Presentations **Quiz 3 (due by 11:59 pm Friday)** **Research Presentation (due by 11:59 pm Friday)**	
Week 10: Mar. 21-25	Strategies for Engaging with Sources Effectively **Tutorial:** Thesis statement review	*CWH:* Ch. 34-36

Week 11: Mar. 28- Apr. 1	IEEE Citation and Documentation **Tutorial:** Incorporating Sources **Research Poster (due by 11:59 pm Friday)**	*CWH:* Appendix A; IEEE Citation and Documentation Guide (linked on syllabus)
Week 12: Apr. 4-8	Research Essay Tips and Strategies **Tutorial:** Writing Research Essays; Research Essay help/consultation **Assignment 2 Research Essay (due by 11:59 pm Friday)**	