

WRITING 1031G – Distance Studies

Global Positioning: Introduction to Rhetoric and Professional Communication

Winter 2024

Section 650

\COURSE DESCRIPTION AND OBJECTIVES

This course introduces students to the rhetorical principles and practices of writing and oral communication in professional contexts. Particular attention is paid to understanding audience, context, and purpose; the grammar of Standard Written English; modes of persuasion; and the negotiation of cultural difference.

Students learn strategies for idea generation, composing a first draft, and effective revision, editing and proofreading techniques.

Upon successful completion of this course, students will have demonstrated the ability to

- identify and define rhetorical contexts for professional communication;
- understand the relationship between context, purpose and audience and how that relationship should shape a message;
- use that understanding to develop persuasive messages;
- generate ideas for a variety of communicative purposes, such as communicating a negative message with positive emphasis;
- understand the basic principles of writing formal reports and apply them;
- understand the basic principles of cross-cultural communication and their significance;
- understand the basic principles of document design and apply them;
- understand the basic principles of designing individual and group oral presentations
- write cohesive and coherent prose using the grammar and conventions of Standard Written English;
- identify and correct errors in composition, grammar, and mechanics; and
- incorporate feedback into revisions.

TEXTBOOKS: Required

MacRae, Paul. *Business and Professional Writing: A Basic Guide*. Second Canadian Edition. Peterborough: Broadview, 2019.

Messenger, de Bruyn et al. *The Canadian Writer's Handbook. Third Essentials Edition*. Don Mills: Oxford University Press, 2023.

COURSE REQUIREMENTS

Assignment 1: Negative Message (up to 1000 words)	10%
Assignment 2: Persuasive Message with Visual (up to 1200 words)	25%
Assignment 3: Formal Report Exercise (up to 1250 words, excluding front and back matter)	30%
**Sentence Grammar/Structure Quizzes (3 x 5%)	15%
**Final Exam (to be written during Exam Period)	20%

*See also 'Attendance/Participation' below.

Final Exam

The exam will test the skills that you have developed over the course of the semester in terms of your writing ability (purpose, coherence, cohesion, style, and grammar) and your understanding of the fundamental elements of writing for professional communication as discussed in class and in course readings.

Assignment Format

Assignments must be typed, double-spaced, and submitted online (see 'Submitting Assignments' below) as Word files. All assignments must have your name, course name, section number and instructor's name on the first page.

When using sources in a paper, you will be expected to follow MLA, CMS, or APA standards for documentation (as detailed in Messenger et al. Chapter 37).

Submitting Assignments

Assignments 1, 2, and 3 are due on the dates specified on the syllabus Schedule. Late papers will be penalized at 2.5% per day unless I have permitted an informal short extension of the due date. You must contact me ahead of the due date for an extension and provide a reason for the

request acceptable to me (see also the policy section ‘Academic Consideration and Accommodation below). Important: you are responsible for keeping an electronic copy of all assignments you submit.

Test 1, 2, and 3 must be written during the weeks specified on the syllabus Schedule. I will communicate the procedure and the time for these in advance during term. As noted in the policy section ‘Academic Consideration and Accommodation’ below, if you miss a Test you may elect to contact me directly to see if we can agree informally to arrange a make-up.

Procedure for Assignment Submission:

Under policies adopted by Writing Studies, final drafts of all assignments in first-year and 2100-level Writing courses must be submitted through Turnitin.com (see Scholastic Offences, including Plagiarism below). Consequently, you will find Turnitin submission links for each of Assignments 1 to 3. You will upload your final version of each assignment through its link, as a single Word (.doc or .docx extension) file,* titled to identify you as author. Your graded assignment, with comments, will be returned to you in the same format, through Sakai.

****Note: Pdf or other ‘read only’ formats, and compressed/ziped files are not acceptable. Please note also that Turnitin will not accept more than a single file submission. In other words, do not try to submit an assignment twice, or in parts as two or more files. Also note that I access your original uploaded Word file; typically any formatting errors etc. which show in the Turnitin ‘preview’ function will not appear on your uploaded file.***

Attendance/Participation (Please note posting requirements)

We do not meet formally as a ‘class’ in a Distance Studies course. Therefore, ‘attendance’ and participation on the Discussion Board are intertwined. While Distance Studies classes are generally asynchronous, they are not correspondence or self-paced. You **must** attend class (defined as logging into our Owl site) and participate by introducing yourself, and posting questions and thoughts during the first week, and by posting (by participating in a given week’s set discussion topic) in subsequent weeks where there is a Discussion topic as indicated on this syllabus. This means at least **three separate posts** during each of those weeks (a week is defined *for this purpose* as running from Monday to Sunday), **at least one of which must be a reply/response to another student and at least one of which must be a ‘new’ post.**

Postings on the Discussion Board must have the following characteristics:

- Must contribute something meaningful to the Board;
- Must support your opinion with sufficient reasons or evidence;
- Must display good grammar and organization.

Postings should not:

- Contain disrespectful, insulting, or offensive language;
- Be excessively long or excessively short;
- Be unrelated to the week's topic;
- Say things that do not contribute anything, e.g. "I agree with you" or "nice comment".

Note that 'attendance' as defined in this section is **mandatory** in this course. Failure to meet the minimum posting requirements in **any week where there is Discussion may result in your final grade in this course being reduced by 2.5%**.

***Note** further that Assignment #3 (formal report) in this course includes an initial (very brief!!) 'Proposal' stage – details will be available in the Assignment 3 prompt on the 'Assignment Instructions' page. Failure to submit a proposal as instructed there and/or to participate in the required Discussion associated with it during Week 11 may result in your earned grade on Assignment 3 being reduced by 10%.

Prerequisites and Antirequisite*

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.

***Note: this course does have an antirequisite – Writing 2111F/G. You cannot receive academic credit for both Writing 1031F/G and Writing 2111F/G.**

Scholastic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage of text from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy as above).

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>.

Intellectual Property and Copyright

All instructor-written materials (e.g. PowerPoints, lecture notes, oral lectures) for this course are created solely for students' personal use within the course, and remain the instructor's intellectual property. Further reproduction, fixation, distribution, transmission, dissemination, communication, or any other uses, without securing the consent of the copyright owner (the course instructor) may be an infringement of copyright. You may not distribute, email, or otherwise communicate these materials to any other person. These limitations extend to recording, photographing, or sharing lectures (online or in-person) and lecture material without permission. Posting the instructor's content from this course to online course sharing sites like OneClass or Course Hero without permission is both an infringement of intellectual property law and a violation of academic integrity guidelines. The instructor will pass these cases on to the Western University Ombudsperson or their Department Chair as appropriate.

Writing Studies' Policy on the Use of AI Tools

“In this course, students are permitted to use AI tools for information gathering and preliminary research purposes only (unless otherwise indicated in the assignment instructions). These tools are intended to enhance the learning experience by providing access to diverse information sources. It is essential, however, that students critically evaluate the obtained information, exercise independent thinking, and engage in original research to synthesize, develop, and articulate their own ideas, arguments, and perspectives. The use of AI tools can serve as a starting point for exploration, but students are expected to uphold academic integrity by appropriately attributing all sources and avoiding plagiarism in any form. Note that for all assignments completed outside of class, the instructor can require you to attend an in-person interview to discuss your work before a mark is finalized. Assignments should always reflect students' own thoughts and constitute independent written work. By adhering to these guidelines, students contribute to a responsible and ethical learning environment that promotes critical thinking, supports independent inquiry, and encourages original written contributions.”

Further Course and University Policies

Academic Consideration and Accommodation

General Note: Instructors are not permitted to request, receive, or review documentation – including but not limited to medical documentation – directly from you, whether in support of an application for consideration on medical grounds, or for other reasons. All such documentation, if required, *must* be submitted *directly* to the Academic Counselling Office of your Faculty of Registration.

Academic Accommodation Policy

Senate language requires all requests for accommodation for a grade component of **10% or more** to go to academic counselling. That same section, however, allows

for (and encourages) instructors to deal directly with accommodation requests for grade components less than 10%. Here's the relevant Senate language:

“Accommodation by Instructor for work worth less than 10% of the overall grade in a course: Instructors are encouraged, in the first instance, to arrange participation requirements and multiple small assignments in such a way as to allow students some flexibility. A student seeking academic accommodation for any work worth less than 10% must contact the instructor or follow the appropriate Department or course specific instructions provided on the course outline. In arranging accommodation, instructors will use good judgment and ensure fair treatment for all students. Instructors must indicate on the course outline how they will be dealing with work worth less than 10% of the total course grade. In particular, instructors must indicate whether medical documentation will be required for absences, late assignments or essays, missed tests, laboratory experiments or tutorials, etc. Where medical documentation is required, such documentation must be submitted by the student directly to the appropriate Faculty Academic Counselling/Dean's office, who will make the determination whether accommodation is warranted. Given the University's Official Student Record Information Privacy Policy, https://www.uwo.ca/univsec/pdf/academic_policies/general/privacy.pdf), **instructors may not collect medical documentation.”**

In this course: If you miss completing and submitting one or more of the three scheduled Quizzes (5% each) you may consult directly with me – as soon as possible within one week of the quiz date in question – to discuss making up the missed Quiz. I will decide whether directly to allow you to write a make-up quiz or to refer you to academic counselling to seek formal accommodation.

The other assignments in this course are worth 10% or more and are therefore covered by the university's official 'Medical Accommodation Policy.'

Medical Accommodation Policy

“The University recognizes that a student's ability to meet their academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course

shall be granted only in those cases where there is documentation indicating that the student was seriously affected by illness and could not reasonably be expected to meet their academic responsibilities.

Documentation shall be submitted, as soon as possible, to the appropriate Dean's office (the Office of the Dean of the student's Faculty of registration/home Faculty) together with a request for relief specifying the nature of the accommodation being requested. These documents will be retained in the student's file and will be held in confidence in accordance with the University's Official Student Record Information Privacy Policy. Once the petition and supporting documents have been received and assessed, appropriate academic accommodation shall be determined by the Dean's Office in consultation with the student's instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty. Academic accommodation shall be granted only where the documentation indicates that the onset, duration, and severity of the illness are such that the student could not reasonably be expected to complete their academic responsibilities. (Note – it will not be sufficient to provide documentation indicating simply that the student “was seen for a medical reason” or “was ill.”)

Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner.”

Documentation from Family Physicians/Nurse Practitioners and Walk-In Clinics

A Western Student Medical Certificate (SMC) is required where a student is seeking academic accommodation. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. An SMC can be downloaded at https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf

Documentation from Student Health Services

At the time of illness, students should make an appointment with a physician/nurse practitioner at Student Health Services. During this appointment, request a Student Medical Certificate from the Physician/Nurse Practitioner.

Documentation from Hospital Urgent Care Centres or Emergency Departments

Students should request that an SMC be filled out. Students may bring this form with them, or request alternative Emergency Department documentation.

Documentation should be secured at the time of the initial visit to the Emergency Department. Where it is not possible for a student to have an SMC completed by the attending physician, the student must request documentation sufficient to demonstrate that their ability to meet their academic responsibilities was seriously affected.”

Please note that individual instructors **will not under any circumstances** accept or read medical documentation directly offered by a student, whether in support of an application for accommodation on medical grounds or for related reasons (e.g. to explain an absence from class which may result in a grade penalty under an ‘Attendance’ policy in the course). **All medical documentation must** be submitted to the Academic Counselling or Undergraduate office of a student’s home Faculty.

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:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic%20Accommodation_disabilities.pdf

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.

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 (<https://multiculturalcalendar.com/ecal/index.php?s=c-univwo>).

Statement on Gender-based Sexual Violence

Western is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced gender-based or sexual violence (either recently or in the past), you will find information about support services for survivors, including emergency contacts, here. To connect with a case manager or set up an appointment, please contact support@uwo.ca .

Other Student Support Services

Registrarial Services <http://www.registrar.uwo.ca>

Student Support Services

<https://student.uwo.ca/psp/heprdweb/?cmd=login&languageCd=ENG&> provided by the USC <http://westernusc.ca/services/>

Academic Support and Engagement <http://www.sdc.uwo.ca/>