University of Waterloo

Online Course
Centre for Extended Learning

ENGL 210F

Spring 2011

Syllabus and Schedule
Communication

Email

Administrative questions should be directed to the Centre for Extended Learning office.

Technical problems with UW-ACE should be directed to Technical Support.

Questions relating to academic issues (e.g., course content) should be posted on the Ask the Instructor discussion board in the Communicate tab. Questions of a personal nature can be directed to your instructor, Jay Dolmage, using UW-ACE’s email facility, Course Mail.

Your instructor checks email frequently and you should expect an answer to your questions by email within 24 hours Monday to Friday.

You may also contact your TA directly for questions related to the assignments and workshops. Use the Ask the TA board in the Communicate tab for questions of an academic nature. Use UW-ACE’s Course Mail for issues of a personal nature.

Your TAs for this course are:

Section 01 (S-01) – Craig Amos.
Section 02 (S-02) – Adam Bradley.
Section 03 (S-03) – Gregory Fiorini.
Section 04 (S-04) – Mohsen Hosseini.
Section 05 (S-05) – Kirsten Ipsen.
Section 06 (S-06) – Michael Khmelnitsky.
Section 07 (S-07) – Jessica Moore.
Section 08 (S-08) – John Pender.
Section 09 (S-09) – Laura Reyome.
Section 10 (S-10) – Danielle Stock.
Section 11 (S-11) – Jay Dolmage.

*To find out what section you are in, go to the Communicate tab and click My Team List. If you don’t see a section team listed on this page, please contact Technical Support.

Announcements

Your instructor communicates new or changing information as needed through the term.

To ensure you are viewing the complete list of announcements, you must click ALL. Please note you may also be required to click MORE.

More | View: Past Present All | Sort: Descending

Discussion Boards
Please use the following discussion boards in the Communicate tab to communicate with your instructor and TA:

- **Ask the Instructor** – Use this discussion board to ask the instructor specific questions about course content.
- **Ask the TA** – Use this discussion board to ask your TA questions about your assignments and workshops. TAs will use this board to communicate with their sections. Your TA drops in at the online discussion board daily (Monday to Friday) and posts responses to student questions as necessary.

### About the Course

#### Course Author — Robert Clapperton

(Last updated Nov. 4, 2009)

#### Educational Background

Robert Clapperton is a PhD candidate in English Language and Literature at the University of Waterloo. Robert also teaches business communications at Conestoga College in Kitchener, Ontario. Prior to embarking on his PhD, Robert spent eighteen years in the business world including fourteen years running his own software firm.

#### Current Research

Research interests include the rhetoric of social policy, cognitive rhetoric and ideology, and business and technical writing pedagogy.

#### Instructor — Jay Dolmage

Jay is an Assistant Professor of English at Waterloo, and the Editor of the Canadian Journal of Disability Studies. He is the co-author of the writing textbook How To Write Anything: With Readings, as well as two books on teaching: Disability and the Teaching of Writing and The Bedford Bibliography for Teachers of Writing. He lives in Waterloo with his partner Heather, two small children, and a hyperactive dog.

#### Course Description

ENGL 210F will introduce you to the major genres of business writing, but most importantly, it will help develop your ability to write in a professional, concise, and appropriate style for the business world. The course will help you develop the critical thinking skills necessary to define your audience and purpose; who you are writing for and why.

ENGL 210F will develop your ability to write persuasively using key rhetorical principles and appeals to ethos, logic, and emotion. You will learn how to invent and present an argument for common real world scenarios such as gaining approval for an idea or denying a request. The course is designed to provide you with skills you will apply in your professional life.

The course also gives you the opportunity to develop skills and strategies in the area of collaborative writing. Many of the documents you will produce in the work world will be written in teams whose members are geographically dispersed and reliant on technology to collaborate.

ENGL 210F touches on the widest range of genres possible in a twelve-week term, from email to formal proposals, while introducing the key writing skills necessary to success in your career.

#### Objectives

ENGL 210F will introduce you to the major genres of business writing, but most importantly, it will help develop your ability to write in a professional, concise, and appropriate style for the business world. The course will help you develop the critical thinking skills necessary to define your audience and purpose; who you are writing for and why.
ENGL 210F will develop your ability to write persuasively using key rhetorical principles and appeals to ethos, logic, and emotion. You will learn how to invent and present an argument for common real world scenarios such as gaining approval for an idea or denying a request. The course is designed to provide you with skills you will apply in your professional life.

The course also gives you the opportunity to develop skills and strategies in the area of collaborative writing. Many of the documents you will produce in the work world will be written in teams whose members are geographically dispersed and reliant on technology to collaborate.

ENGL 210F touches on the widest range of genres possible in a twelve-week term, from email to formal proposals, while introducing the key writing skills necessary to success in your career.

This online course was developed in the Winter term of 2009 by Robert Clapperton, with instructional design and multimedia development support provided by the Centre for Extended Learning.

Grade Breakdown

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshops</td>
<td>10%</td>
</tr>
<tr>
<td>Information Request Memo</td>
<td>10%</td>
</tr>
<tr>
<td>Bad News Letter</td>
<td>10%</td>
</tr>
<tr>
<td>Recommendation Report</td>
<td>20%</td>
</tr>
<tr>
<td>Formal Proposal</td>
<td>25%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>25%</td>
</tr>
</tbody>
</table>

Materials and Resources

The Centre for Extended Learning is no longer automatically mailing a course CD/DVD containing lectures that are also found within UW-ACE. Content available on the CD/DVD can now be downloaded free-of-charge via the Content Modules in UW-ACE. However, if you wish to purchase a CD/DVD, please visit our online ordering system.

Textbook(s)

Required:


For textbook ordering information, please contact the Waterloo Bookstore.

For your convenience, you can compile booklists of required and optional textbooks based on your current courses through BookLook using your Quest userID and password (look for the Shop Online with BookLook link in the centre-top section of the main Waterloo Bookstore page). If you are having difficulties ordering online and wish to call the Waterloo Bookstore, their phone number is +1 519 888 4673 or toll-free at +1 866 330 7933. Please be aware that textbook orders CANNOT be taken over the phone.

Resources

- [UW Library](#) (Centre for Extended Learning)

Policies
Department Policies

You MUST pass the final exam to receive a passing grade in the course.

Submission Times

Please be aware that the University of Waterloo is located in the Eastern Time Zone (GMT or UTC-5 during standard time and UTC-4 during daylight saving time) and, as such, the time that your activities and/or assignments are due is based on this zone. If you are outside the Eastern Time Zone and require assistance with converting your time, please try the Ontario, Canada Time Converter.

Accommodation Due to Illness

If your instructor has provided specific procedures for you to follow if you miss assignment due dates, term tests, or a final examination, adhere to those instructions. Otherwise:

Missed Assignments/Tests/Quizzes

Contact the instructor as soon as you realize there will be a problem; follow up as quickly as possible by having a medical practitioner complete a Verification of Illness Form*. Send a scanned copy of the Verification of Illness Form to assignments@uwaterloo.ca, but please be aware that your instructor may require the original and do not lose or destroy it. In your email, provide your name, student ID number, and exactly what you missed. If your instructor agrees to re-open a time-limited component, our technical support staff will require an email from the instructor granting permission to allow you access.

Missed Final Examinations

If you miss a final examination due to illness, see a medical practitioner as quickly as possible. Submit a completed Verification of Illness Form* preferably within 48 hours, but not more than 72 hours after missing the exam. Send a scanned copy of the Verification of Illness Form by email to examinations@uwaterloo.ca. In your email, provide your name, student ID number, and the examination(s) missed. The original Verification of Illness Form will be required in order for your examination(s) to be rescheduled. Unless otherwise stated by your instructor, your academic faculty, or your department, an exam missed due to short-term illness must be written within the current term’s examination period.

* The Verification of Illness Form is normally the only acceptable medical documentation. Please make sure the medical practitioner completes the information in the “Degree and Dates of Incapacitation” section of the form.

Academic Integrity

In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect, and responsibility. If you have not already completed the online tutorial regarding academic integrity you should do so as soon as possible. The undergraduate online tutorial can be found at http://www.lib.uwaterloo.ca/ait/ and the graduate tutorial is at http://www.lib.uwaterloo.ca/gradait/. For other information about academic integrity check www.uwaterloo.ca/academicintegrity/.

Discipline

A student is expected to know what constitutes academic integrity (check www.uwaterloo.ca/academicintegrity/) to avoid committing an academic offence, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to Policy 71, Student Discipline, www.adm.uwaterloo.ca/infosec/Policies/policy71.htm. For typical

Appeals
A decision made or penalty imposed under Policy 70, Student Petitions and Grievances, (other than a petition) or Policy 71, Student Discipline, may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72, Student Appeals, www.adm.uwaterloo.ca/infosec/Policies/policy72.htm.

Grievance
A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70, Student Petitions and Grievances, Section 4, www.adm.uwaterloo.ca/infosec/Policies/policy70.htm. When in doubt please be certain to contact the department’s administrative assistant who will provide further assistance.

Final Grades
In accordance with Policy 19, the Centre for Extended Learning does not release final examination grades or final course grades to students. Students must go to Quest to see all final grades. Any grades posted in UW-ACE are unofficial.

Note for Students with Disabilities
The Office for Persons with Disabilities (OPD), located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodation to lessen the impact of your disability, please register with the OPD at the beginning of each academic term and for each course.

Use of Computing and Network Resources
Please see the Guidelines on Use of UW Computing and Network Resources.

Copyright (©) Information

UW’s Web Pages
All rights, including copyright, images, slides, audio, and video components, of the content of this course are owned by the course author, unless otherwise stated. These Web pages are owned or controlled by the University of Waterloo, Centre for Extended Learning. By accessing the Web pages, you agree that you may only download the content for your own personal, non-commercial use. You are not permitted to copy, broadcast, download, store (in any medium), transmit, show or play in public, adapt or change in any way the content of these Web pages for any other purpose whatsoever without the prior written permission of the course author and the University of Waterloo, Centre for Extended Learning.

Other Sources
Respect the copyright of others and abide by all copyright notices and regulations when using the computing facilities provided for your course of study by the University of Waterloo. No material on the Internet or World Wide Web (WWW) may be reproduced or distributed in any material form or in any medium, without permission from copyright holders or their assignees. To support your course of study, the University of Waterloo has provided hypertext links to relevant Web sites, resources, and services on the Web. These resources must be used in accordance with any registration requirements or conditions which may be specified. You must be aware that in providing such hypertext links the University of Waterloo has not authorized any acts (including reproduction or distribution) which, if undertaken without permission of copyright owners or their assignees, may be infringement of copyright. Permission for such acts can only be
**Course begins Monday, May 2, 2011**

**ALL TIMES EASTERN – Please see the Policies section for details.**

The Current time in Waterloo, Ontario, Canada is 4:21:51 PM.

<table>
<thead>
<tr>
<th>Weeks</th>
<th>Module(s)</th>
<th>Readings and Other Assigned Material</th>
<th>Course Requirements and Important Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Module 01:</strong> Introduction</td>
<td>Ch. 1 pp. 1–21</td>
<td><strong>Syllabus Quiz</strong> — You must complete this to gain access to the Content Modules.</td>
</tr>
<tr>
<td><strong>Week 1</strong></td>
<td><strong>Module 02:</strong> The Writing Process</td>
<td>Ch. 2 pp. 36–51</td>
<td><strong>Workshop 01</strong></td>
</tr>
<tr>
<td><strong>Week 2</strong></td>
<td><strong>Module 03:</strong> Memos, Emails, Routine Internal Communications</td>
<td>Ch. 5</td>
<td><strong>Workshop 03</strong></td>
</tr>
<tr>
<td><strong>Week 3</strong></td>
<td><strong>Module 04:</strong> Word Choice, Conciseness, and Tone</td>
<td>Chs. 3 and 4</td>
<td><strong>Workshop 05</strong></td>
</tr>
<tr>
<td><strong>Week 4</strong></td>
<td><strong>Module 05:</strong> Persuasive Writing</td>
<td>Ch. 8</td>
<td><strong>Information Request Memo</strong></td>
</tr>
<tr>
<td><strong>Week 5</strong></td>
<td><strong>Module 06:</strong> Goodwill and Bad News Messages</td>
<td>Chs. 6 and 7</td>
<td><strong>Workshop 08</strong></td>
</tr>
<tr>
<td><strong>Week 6</strong></td>
<td><strong>Module 07:</strong> Informal Reports</td>
<td>Ch. 10</td>
<td><strong>Workshop 09</strong></td>
</tr>
<tr>
<td><strong>Week 7</strong></td>
<td><strong>Module 08:</strong> Writing in Teams</td>
<td>Ch. 2 pp. 52–53</td>
<td><strong>Workshop 11</strong></td>
</tr>
</tbody>
</table>

Please review the **Getting Started** page and the **Course Syllabus** including the Policies section before you begin your course.

Please note that all deadlines are in Eastern Standard Time (EST) and are subject to change. Always check the course portal for the most up-to-date information.

---

**Week 1:**
- **Module 01:** Introduction
  - Ch. 1 pp. 1–21
- **Syllabus Quiz** — You must complete this to gain access to the Content Modules.

**Week 2:**
- **Module 02:** The Writing Process
  - Ch. 2 pp. 36–51
- **Workshop 01**
  - Thursday, May 5, 2011 at 11:55 PM

**Week 3:**
- **Module 03:** Memos, Emails, Routine Internal Communications
  - Ch. 5
- **Workshop 02**
  - Thursday, May 12, 2011 at 11:55 PM

**Week 4:**
- **Module 04:** Word Choice, Conciseness, and Tone
  - Chs. 3 and 4
- **Workshop 03**
  - Thursday, May 19, 2011 at 11:55 PM

**Week 5:**
- **Module 05:** Persuasive Writing
  - Ch. 8
- **Workshop 04**
  - Thursday, May 26, 2011 at 11:55 PM

**Week 6:**
- **Module 06:** Goodwill and Bad News Messages
  - Chs. 6 and 7
- **Workshop 05**
  - Thursday, June 2, 2011 at 11:55 PM
- **Information Request Memo**
  - Thursday, June 2, 2011 at 11:55 PM

**Week 7:**
- **Module 07:** Informal Reports
  - Ch. 10
- **Workshop 06**
  - Thursday, June 9, 2011 at 11:55 PM

**Week 8:**
- **Module 08:** Writing in Teams
  - Ch. 2 pp. 52–53
- **Workshop 07**
  - Thursday, June 16, 2011 at 11:55 PM
- **Bad News Letter**
  - Thursday, June 16, 2011 at 11:55 PM

---

**Week 8:**
- **Module 08:** Writing in Teams
  - Ch. 2 pp. 52–53
- **Workshop 08**
  - Deadline for posting your draft report is
### Final Examination Arrangement and Schedule

All students taking online courses that have a final exam must provide examination arrangement information by **Friday, May 20, 2011**.

Examination schedule details will be available on **Quest** approximately four weeks prior to the exam date. For instructions on how to find exam information, go to the **Quest Help** page.

**Official Grades and Academic Standings** are available through **Quest**.

**Please note:** Your access to this course in UW-ACE will continue for the duration of the current term.

**You will not have access to this course once the next term begins.**