University of Waterloo

Online Course
Centre for Extended Learning

ENGL 210F

Winter 2011

Syllabus And Schedule
Communication

Email

Administrative questions should be directed to the [Centre for Extended Learning office](mailto:centre@uwace.uwaterloo.ca).

Technical problems with UW-ACE should be directed to [Technical Support](mailto:techsupport@uwace.uwaterloo.ca).

Questions relating to academic issues (e.g., course content) should be posted on the [Ask the Instructor](mailto:asktheinstructor@uwace.uwaterloo.ca) discussion board in the Communicate tab. Questions of a personal nature can be directed to your instructor, [Nadine Gingrich](mailto:instructor@uwace.uwaterloo.ca), using UW-ACE's [Course Mail](mailto:course.mail@uwace.uwaterloo.ca).

Nadine 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](mailto:asktheta@uwace.uwaterloo.ca) board in the Communicate tab for questions of an academic nature. Use UW-ACE's [Course Mail](mailto:course.mail@uwace.uwaterloo.ca) for issues of a personal nature.

Your TAs for this course are:

**Section 01 (S-01)** – Sofia Martimiankis.

**Section 02 (S-02)** – Carmen Wong.

**Section 03 (S-03)** – Diana Dirks.

**Section 04 (S-04)** – Stephanie Hong.

**Section 05 (S-05)** – Mohsen Hosseini.

**Section 06 (S-06)** – Sonia Kabir.

**Section 07 (S-07)** – Somayeh Kiani.

**Section 08 (S-08)** – David Thiessen.

*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.**

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
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 — Nadine Gingrich

Nadine Gingrich received her PhD in English from the University of Waterloo in 2000. Since then she has taught courses in the Department of English Language and Literature in Classical and Contemporary Rhetorical Theory, The Rhetoric of Text and Image, The Discourse of Advertising, Communications in Mathematics and Computer Science, as well as introductory courses in Rhetoric and Varieties of English. At St. Jerome's University she teaches Legal Writing (Language and the Law). She has published in the journal War, Literature and the Arts and collaboratively in the journal Academic Psychiatry.

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

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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

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Workshops</td>
<td>10%</td>
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<tr>
<td>Information Request Memo</td>
<td>10%</td>
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<tr>
<td>Bad News Letter</td>
<td>10%</td>
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<tr>
<td>Recommendation Report</td>
<td>20%</td>
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<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

Students in UW courses who are ill and unable to meet assignment due dates or write a term test or final
examination should seek medical treatment and provide confirmation of the illness to the instructor(s) within 48 hours by submitting a completed UW Verification of Illness Form to support requests for accommodation due to illness. Students in online courses must also provide confirmation of the illness but submit it to the Centre for Extended Learning Office. The UW Verification of Illness Form is normally the only acceptable medical documentation and is available online at: www.healthservices.uwaterloo.ca/Health_Services/verification.html. Note that if you require an accommodation as a result of this illness during the term (for assignments or quizzes), please send an email to your class instructor after you are well. If your course has a final exam and you require an accommodation as a result of this illness, please send an email to examinations@uwaterloo.ca once you are well.

**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 penalties check Guidelines for the Assessment of Penalties, www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm.

**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 granted by copyright owners or their assignees.

If there are any questions about this notice, please contact the University of Waterloo, Centre for Extended Learning, Waterloo, Ontario, Canada, N2L 3G1 or by email.
Course begins Tuesday, January 4, 2011

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

The Current time in Waterloo, Ontario, Canada is 10:11:43 AM.

<table>
<thead>
<tr>
<th>Weeks</th>
<th>Module(s)</th>
<th>Readings and Other Assigned Material</th>
<th>Course Requirements and Important Dates</th>
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<tbody>
<tr>
<td></td>
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<td></td>
<td>Activities and Assignments</td>
</tr>
<tr>
<td>Week 1</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>
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<td><strong>Workshop 01</strong></td>
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<tr>
<td>Week 2</td>
<td><strong>Module 02</strong>: The Writing Process</td>
<td>Ch. 2 pp. 36-51</td>
<td><strong>Workshop 02</strong></td>
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<td>Week 3</td>
<td><strong>Module 03</strong>: Memos, Emails, Routine Internal Communications</td>
<td>Ch. 5</td>
<td><strong>Workshop 03</strong></td>
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<td>Week 4</td>
<td><strong>Module 04</strong>: Word Choice, Conciseness, and Tone</td>
<td>Chs. 3 and 4</td>
<td><strong>Workshop 04</strong></td>
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<td>Week 5</td>
<td><strong>Module 05</strong>: Persuasive Writing</td>
<td>Ch. 8</td>
<td><strong>Workshop 05</strong></td>
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<td><strong>Information Request Memo</strong></td>
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<td>Week 6</td>
<td><strong>Module 06</strong>: Goodwill and Bad News Messages</td>
<td>Chs. 6 and 7</td>
<td><strong>Workshop 06</strong></td>
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<td>Week 7</td>
<td><strong>Module 07</strong>: Informal Reports</td>
<td>Ch. 10</td>
<td><strong>Workshop 07</strong></td>
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<td><strong>Bad News Letter</strong></td>
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<tr>
<td>Week 8</td>
<td><strong>Module 08</strong>: Writing in Teams</td>
<td>Ch. 2 pp. 52-53</td>
<td><strong>Workshop 08</strong></td>
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team member's draft report is Friday, March 4, 2011 at 11:55 PM.

<table>
<thead>
<tr>
<th>Week</th>
<th>Module</th>
<th>Chapter(s)</th>
<th>Workshop</th>
<th>Due Date</th>
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<tr>
<td>Week 9</td>
<td><strong>09</strong></td>
<td>Ch. 11 pp. 358-367</td>
<td><strong>09</strong></td>
<td>Thursday, March 10, 2011 at 11:55 PM</td>
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<tr>
<td>Week 10</td>
<td><strong>10</strong></td>
<td>Ch. 11 pp. 367-402</td>
<td><strong>10</strong></td>
<td>Thursday, March 17, 2011 at 11:55 PM</td>
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<td></td>
<td><strong>Recommendation Report</strong></td>
<td>Thursday, March 17, 2011 at 11:55 PM 20%</td>
</tr>
<tr>
<td>Week 11</td>
<td><strong>11</strong></td>
<td>Ch. 1 pp. 22-29</td>
<td><strong>11</strong></td>
<td>Thursday, March 24, 2011 at 11:55 PM</td>
</tr>
<tr>
<td>Week 12</td>
<td><strong>12</strong></td>
<td>Ch. 9</td>
<td><strong>Formal Proposal</strong></td>
<td>Thursday, March 31, 2011 at 11:55 PM 25%</td>
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**Final Exam** 25%

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**Final Examination Arrangement and Schedule**

All students taking online courses that have a final exam must **provide examination arrangement information** by **Friday, January 21, 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.