ENGLISH 210F  
BUSINESS WRITING

Professor Gail Corning  

Office: Hagey Hall 246  
Phone: 885-1211, ext. 2124  
E-mail: gcorning@watarts.uwaterloo.ca

Office hours: Wednesday 10:00 a.m. - 12:00 p.m.; or, by appointment

<table>
<thead>
<tr>
<th>Lecture:</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>C01</td>
<td>Monday</td>
<td>10:30 - 11:30</td>
<td>AL 116</td>
<td></td>
</tr>
<tr>
<td>T01</td>
<td>Wednesday</td>
<td>8:30 - 10:30</td>
<td>EL 212</td>
<td></td>
</tr>
<tr>
<td>T02</td>
<td>Wednesday</td>
<td>4:30 - 6:30</td>
<td>ML 216</td>
<td></td>
</tr>
<tr>
<td>T03</td>
<td>Wednesday</td>
<td>8:30 - 10:30</td>
<td>EL 209</td>
<td></td>
</tr>
<tr>
<td>T04</td>
<td>Wednesday</td>
<td>4:30 - 6:30</td>
<td>ML 315</td>
<td></td>
</tr>
<tr>
<td>T05</td>
<td>Wednesday</td>
<td>10:30 - 12:30</td>
<td>HH 227</td>
<td></td>
</tr>
<tr>
<td>T06</td>
<td>Wednesday</td>
<td>3:30 - 5:30</td>
<td>ML 354</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Labs:</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>T07</td>
<td>&quot;</td>
<td>8:30 - 10:30</td>
<td>DWE 3518</td>
<td></td>
</tr>
</tbody>
</table>

Course Description: This course examines business communication from a rhetorical perspective. We will study various forms and functions of business communication with an emphasis on producing rhetorically effective business writing. We will investigate some of the fundamental principles and practices of business writing by producing a variety of documents and by examining the production and reception of business writing in organizational contexts. The course will focus on both writing theory and practical application of that theory.

Course Goals: We will:

1. familiarize ourselves with the form and function of a number of the central genres of business writing;
2. develop a vocabulary with which to analyze, discuss, and evaluate all aspects of business writing texts and contexts;
3. work collaboratively to share knowledge, skills, and experience related to business writing.

Required Texts:  
*(Impact includes an electronic grammar workbook which should be helpful to you on questions of grammar and style.)*  
*Workbook* for 210F

Course Policies: Students are expected to read the required material before each week’s lecture, to complete assignments before the designated labs, and to hand in all work on time. Late first drafts will lose one-quarter of the value of the assignment; late final drafts will receive a letter-grade per day penalty and after two days will not be accepted for credit. Students must
rewrite all marked assignments for the portfolio. Because our work will be collaborative (business communication, like all other communication, is dialogic), students must attend all lectures and labs.

Labs: Again, students must attend every lab to share knowledge, skills, and experience related to business writing. When assignments are due, you will submit them at the beginning of each lab and will evaluate each other's writing. You will then use the feedback you receive from your peer to rewrite and submit a final draft of the assignment--this is the draft your instructor will grade. All writing you do in the tutorial sessions and all original and rewritten assignments will be gathered in a portfolio which, together with attendance and participation, is worth 25% of your final grade.

Please note: Your instructor will read everything you submit with a view toward helping you become a strong business writer. We will, in our comments, let you know how a reader, such as your supervisor or business colleague, responds to your writing. We will not, though, when we read your assignments, point out every compositional problem that we can possibly identify. The reason for this is that there is a great deal of research demonstrating that this sort of marking is not very helpful to students. But we will certainly make suggestions for strengthening your work.

Important: Many word processing programs contain formats for and examples of various kinds of business writing. Please be aware that, while you are free to assess these examples as models for particular assignments, we course instructors have a library of such form letters and will consider the wholesale adoption of these examples plagiarism. All students in the Faculty of Arts are expected to know what constitutes an academic offense, to take responsibility for their academic actions, and thereby to avoid committing an academic offense. Disciplinary actions for academic offenses such as plagiarism or cheating (Policy #71: Student Academic Discipline) are described in the Undergraduate Calendar (p 1:11). If you need clarification in avoiding such offenses, ask your instructor for guidance. Other resources regarding disciplinary policies are your academic advisor and the Undergraduate Associate Dean.

Assignment schedule and mark values:

- Diagnostic - September 13 (to be written in lab) 0%
- E-mail memo - September 25 5%
- First draft of process memo - October 4 10%
- Final draft of process memo - October 11 10%
- First draft of bad news memo - October 18 10%
- Final draft of bad news memo - October 25 10%
- First draft of response memo - November 8 10%
- Final draft of response memo - November 15 10%
- First draft of proposal - November 22 20%
- Final draft of proposal - November 29 10%
- Letter to instructor - December 4 25%
- Portfolio - December 4 10%
- Midterm - October 30 10%