ENGLISH 210F  
BUSINESS WRITING  

Professor Gail Corning  
Office: Hagey Hall 246  
E-mail: gcorning@watarts.uwaterloo.ca  
Office hours: Monday 9:00 - 10:00 a.m.; Wednesday 12:30 - 1:30 p.m.; or, by appointment  

<table>
<thead>
<tr>
<th>Lecture:</th>
<th>Labs:</th>
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<tbody>
<tr>
<td>C01</td>
<td>VT01</td>
<td>Monday 10:30 - 11:30 BI 271</td>
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<td></td>
<td>VT02</td>
<td>Wednesday 12:30 - 2:30 Julie HH 227</td>
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<td>T03</td>
<td>Wednesday 2:30 - 4:30 Rachel HH 227 150</td>
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<td>VT04</td>
<td>Wednesday 8:30 - 10:30 Mary HH 227</td>
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<td></td>
<td>T05</td>
<td>Wednesday 2:30 - 4:30 Marni HH 227</td>
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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.

*(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 three specified 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 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: Your instructor will participate in regular marking conferences during which all instructors compare with each other the work submitted in their tutorials. In the past, duplicate and/or near-duplicate assignments submitted in different tutorials have been identified during these conferences. Please be aware that work submitted in the name of a single writer yet not wholly produced by that writer constitutes 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, cheating, and double submission (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 Associate Dean of Arts, Undergraduate Affairs.

Assignment mark values:

<table>
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<tr>
<th>Assignment</th>
<th>Mark Value</th>
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<tr>
<td>Diagnostic (to be written in lab)</td>
<td>0%</td>
</tr>
<tr>
<td>E-mail memo</td>
<td>5%</td>
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<tr>
<td>Final draft of process memo</td>
<td>10%</td>
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<tr>
<td>Final draft of bad news memo</td>
<td>10%</td>
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<tr>
<td>Final draft of response memo</td>
<td>10%</td>
</tr>
<tr>
<td>Final draft of proposal</td>
<td>20%</td>
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<tr>
<td>Letter to instructor</td>
<td>10%</td>
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<tr>
<td>Portfolio</td>
<td>25%</td>
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<tr>
<td>Term test</td>
<td>10%</td>
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COURSE SCHEDULE

Please note that assignments are to be completed by the lab dates indicated below. Reading assignments, unless otherwise indicated, should be completed before the lecture dates.

Also note that the following week-by-week outline is not absolutely fixed, although the dates of the writing assignments and term test will not change. Some flexibility otherwise will allow the course to adapt to your needs and interests.

May 2
W - Introductions, Diagnostic
Read: Northey, pp 1-9

Week of May 7
M - Introduction: The Rhetoric of Business Writing; ethos, ethics, and purposes
W - Rhetorical analysis: constructing ethos
Read: Newsletters handed out in May 2 lab; Northey, pp 19-32; 39-45

Week of May 14
M - Direct writing; memos, letters, e-mail; e-mail to instructor due by 10:00 p.m.
W - Writing practice; discussion of first assignment
Read: Northey, pp 55-63; 80-91

Week of May 21
M - Victoria Day - no lecture
W - First draft of process memo due; peer review
Read: Coursebook, "Ten Features of Effective Writing: Definition of Terms" and "Principles of Revision"

Week of May 28
M - Indirect writing; bad news
W - Process memo due - 10%; indirect writing practice; tone
Read: Northey, pp 99-108, and on "tone": pp 27-32, 81-82; Coursebook, Bad News examples

Week of June 4
M - Style: readability, clarity, conciseness, tone
W - First draft of bad news memo due; peer review; direct/indirect writing strategies
Read: Northey, Chapter Twelve
COURSE SCHEDULE, con't

Week of June 11
M - Persuasive writing; responding to bad news
W - Bad news memo due - 10%; Persuasive writing practice
Read: Northey, pp 117-23

Week of June 18
M - Style, con't: sentence combining, strategies for coherence, argumentation
W - First draft of response memo due; peer review; stylistic writing strategies
Reread: Northey, Chapter Three (esp. pp 46-7) and Four: Coursebook, "Transitional Expressions"

Week of June 25
M - Clear thinking, evidence, coherence; proposals
W - Response memo due - 10%; logical argumentation
Read: Coursebook, "Logical Fallacies"

Week of July 2
M - Canada Day - no lecture
W - Informal proposal report practice
Read: Northey, Chapter Eight and p 188, "Planning a Proposal"; Coursebook, "Basic Proposal Format" and proposal examples

Week of July 9
M - Proposal reports
W - Draft proposal due; peer review; revision strategies
Read: Northey, pp 150-60

Week of July 16
M - Proposals, con't; letter writing; instructions for Portfolio and letter submission
W - Proposal due - 20%; test preparation
Read: Northey, pp 70-4 (for “Punctuation Options,” follow Northey’s advice to use "standard punctuation"—see and follow the letter format in your Coursebook)
Reread: Northey, Chapter Twelve (for test preparation)

Week of July 23
M - Term test - 10%
W - no lab - Submit Portfolio (25%) and letter (10%) to Prof. Corning, AS PER INSTRUCTIONS
No reading assignment