

Course Calendar

IMPORTANT: The course calendar subject to change; please watch your email and pay attention to class announcements about changes to the calendar.

Please note the following about the course calendar:

What's on Blackboard (BB)?

- PDF readings will be posted under Course Content. You are responsible for downloading, printing, and/or finding articles on the library database, as assigned.
- Analysis Papers should be submitted to BB Forums.
- Assignments should be submitted to Assignments.

What's due when?

- On most days, you will have a reading and a writing assignment due.
- The reading and writing listed underneath each date is what is due *for that class period*.
- Unless otherwise specified, all work (writing, drafts, printing, etc.) should be completed before you come to class.
- Some quizzes are scheduled and announced; others are not.

What should I bring to class?

- You should plan to have a copy of the day's assigned reading with you when you come to class. If we are discussing a PDF that you have been provided, you are expected to come to class with a hard or electronic copy of that document that has been appropriately annotated or has sufficient accompanying notes.
- In addition, you should plan to have your handbook (*Writing on the Job*) with you at every class period for reference, or in the event that we have an unannounced open-handbook editing quiz.

Abbreviations

- WtW=Writing that Works
- WotJ=Writing on the Job
- BB=Blackboard

Objective 1: Learning

Who are professional and technical writers? How do they use genres and media? What objectives do they achieve?

In this unit, we will explore the field of professional and technical writing, examining history, theory, practice, and narratives of working writers to understand the tasks and parameters of this job.

Who are professional and technical writers?

Week 1

Monday, 8/26: Introductions

Wednesday, 8/28: History, Professional and Technical Writing, and Rhetoric

Reading:

- Johnson-Eilola and Selber. "Introduction," *Solving Problems in Technical Communication* (PDF)
- Purdue Owl, "Audience Analysis" (PDF)

Writing:

- Course survey due by beginning of class (link under Course Content in BB)
- Analysis 1 due by beginning of class

Week 2

Monday, 9/2

Labor Day. No class

Wednesday, 9/4: Who are professional and technical writers?

COURSE STATEMENT DUE.

Reading:

- Chapter 6, WtW, "Researching your Subject"
- Dwyer, "I'm a Nibbie" (PDF)
- Potts, "My Entry-Level Life" (PDF)
- Hart, "Conquering the Cubicle Syndrome" (PDF)

Writing:

- Analysis 2 due by beginning of class

How do professional and technical writers use genres and media?

Week 3

Monday, 9/9: Storytelling and Persuasion

Reading:

- *Whoever Tells the Best Story Wins*, Part 1, pages 1-46

Writing:

- Quiz 1 (in class)

Wednesday, 9/11: Storytelling and Persuasion (continued)

Reading:

- *Whoever Tells the Best Story Wins*, your selection from Part 2

Writing:

- Analysis 3 (your "story") due by beginning of class

Week 4	<p>Monday, 9/16: Genres of Technical Communication</p> <p>Reading:</p> <ul style="list-style-type: none"> • <u>Skim</u> Chapters 4-9, <i>WotJ</i>, focusing on a more in-depth reading of a chapter of your choice <p>Writing:</p> <ul style="list-style-type: none"> • Analysis 4 due by beginning of class <p>Wednesday, 9/18: Genres of Technical Communication Genre Presentations</p>
Week 5	<p>Monday, 9/23: Resumes and LinkedIn Workshop</p> <p>Writing:</p> <ul style="list-style-type: none"> • Draft Resume/LinkedIn Analyses due • Analysis Workshop due by end of class <p>Wednesday, 9/25: Resumes and LinkedIn SPECIAL EVENT: Communication in the Workplace</p> <p>Omar Silver, Program Director, Health and IT Division, Dovel Technologies Olivia Kasik, Quality Analyst, Dovel Technologies Karen Spears, Marketing, Riggs Ward Design Rachel Dinkins Knight, Content Manager, Celerity</p> <p>Writing:</p> <ul style="list-style-type: none"> • Final Resume/LinkedIn Analyses due by beginning of class
Week 6	<p>Monday, 9/30: Document Design and Web Optimization</p> <p>Reading:</p> <ul style="list-style-type: none"> ▪ Chapter 7, WtW ▪ Chapter 16, WtW ▪ Chapter 9, WotJ <p>Writing:</p> <ul style="list-style-type: none"> • Draft Resume and LinkedIn pages due by beginning of class <p>Wednesday, 10/2: Meeting Genre and Usability Conventions</p> <p>Writing:</p> <ul style="list-style-type: none"> • Professional Communication book project, Part 2 <ul style="list-style-type: none"> • Final due by beginning of class (option 1) • OR • Draft due for comments by beginning of class, final due Monday (option 2) • Resume and LinkedIn workshop due by end of class

What objectives do they achieve?	
Week 7	<p>Monday, 10/7: Instructions and Tutorials</p> <p>Reading:</p> <ul style="list-style-type: none"> • Chapter 12, WtW <p>Writing:</p> <ul style="list-style-type: none"> • Instruction Assignment Part 1 due by the end of class • Professional Communication book project, Part 2 • Final due by beginning of class (options 2 and 3) <p>Wednesday, 10/9: Usability Testing</p> <p>Writing:</p> <ul style="list-style-type: none"> • Instruction Assignment Part 2 due by the end of class • Final Resume, LinkedIn, and Memo (electronic only) due by end of class
Objective 2: Producing	
<p>In this unit, we will engage with and practice the production process for a wide range of texts that professional and technical writers produce, including Twitter and online media, proposals, executive summaries, management plans, and formal and informal reports. We will also explore the conventions of technical editing for both mechanical correctness and style.</p>	
Week 8	<p>Monday, 10/14</p> <p>No class. Class meets Tuesday, October 15 instead</p> <p>Tuesday, 10/15: Editing Mechanics</p> <p>Reading:</p> <ul style="list-style-type: none"> • Beason, Larry. "Ethos and Error." <i>College Composition and Communication</i>, 53.1(2001): 33-64. Web. JSTOR/NCTE Database. 25 August 2013. (obtain from library database) • WotJ, Chapters 10 and 11. You do not have to read these chapters word-for-word, but you do need to familiarize yourself with the concepts and, in particular, review material that is new or unfamiliar to you. <p>Writing</p> <ul style="list-style-type: none"> • Quiz 2 <p>Wednesday, 10/16: Editing for Style</p> <p>GUEST SPEAKER: Katie Packard, Communications Business Partner, MITRE Corporation</p> <p>Reading:</p> <ul style="list-style-type: none"> • Chapter 9, WtW <p>Writing:</p> <ul style="list-style-type: none"> • Quiz 3

Week 9	<p>Monday, 10/21: Technology GUEST SPEAKER: Kellie Bryan, Technical Editor, iDefense Reading: <ul style="list-style-type: none"> • Chapter 15, WtW Writing: <ul style="list-style-type: none"> • No writing due </p> <p>Wednesday, 10/23: Proposals and Group Formation In-class proposal workshop; group formation and professional communication book project proposal discussion Reading: <ul style="list-style-type: none"> • Chapter 13, WtW: VERY IMPORTANT that you read. Read carefully and bring textbook to class. Writing: <ul style="list-style-type: none"> • Professional Communication book project, individual proposal, Part 3, draft 1 due by beginning of class. Two hard copies, electronic copy to Blackboard. • Results of proposal workshop due by end of class </p>
Week 10	<p>Monday, 10/28: Proposal Elements Reading: <ul style="list-style-type: none"> • Chapter 1, WtW (skim) • Chapter 2, WtW (skim) • Chapter 5, WtW (READ CAREFULLY) Writing: <ul style="list-style-type: none"> • Final professional communication book project group proposal due by beginning of class • Research proposal outline due by end of class </p> <p>Wednesday, 10/30: Proposal Drafting Writing: <ul style="list-style-type: none"> • Research Proposal Draft 1 due by end of class </p>
Week 11	<p>Monday, 11/4: Proposal Drafting and Design Writing: <ul style="list-style-type: none"> • Research Proposal draft 2 due by end of class </p> <p>Wednesday, 11/6: Proposal Workshop See schedule for dates; all group members must be in attendance for the conference</p>

Objective 3: Reflecting

In this unit, we will use the tools, skills, and knowledge base you have developed throughout the semester to produce your own self-guided and directed projects. You will also reflect on the work you, your teammates, and your class colleagues have produced throughout the semester through interactive evaluation activities.

Week 12	<p>Monday, 11/11: Proposals Due and Evaluation</p> <p>Writing:</p> <ul style="list-style-type: none"> • Final proposals due by beginning of class. • Proposal Evaluation Workshop due by end of class <p>Wednesday, 11/13:</p> <ul style="list-style-type: none"> • Evaluation results and reflections
Week 13	<p>Monday, 11/18: Presentation Design</p> <p>Reading:</p> <ul style="list-style-type: none"> • Chapter 14, WtW <p>Writing:</p> <ul style="list-style-type: none"> • Professional communication book project presentation draft/outline due by end of class <p>Wednesday, 11/20: Presentation Conferences See schedule for dates; all group members must be in attendance for the conference</p>
Week 14	<p>Monday, 11/25: Presentation Workshop Presentation workshop</p> <p>Wednesday, 11/27 No class: Thanksgiving Break</p>
Week 15	<p>Monday, 12/2: PRESENTATION DAY 1 (Professional Communication Book Project, part 4a) Peer evaluations due by the end of class</p> <p>Wednesday, 12/4: PRESENTATION DAY 2 (Professional Communication Book Project, part 4a) Peer evaluations due by the end of class.</p>
Exam	<p>Monday, 12/16: Final Exam, 10:30 am to 1:15 pm Final Individual Deliverable and Memo Due (Professional Communication Book Project, part 4b)</p>

Appendix A: Course Statement

Please complete, sign, and return to your instructor by the end of the second week of class. Students without a form on file will not be permitted to turn in the first graded assignment.

Name (printed legibly): _____

GMU E-mail address: _____

I HAVE READ AND UNDERSTOOD THE SYLLABUS FOR THIS COURSE, AND I AGREE TO ABIDE BY ITS POLICIES.

Please initial the following statements.

_____ If applicable, I have notified my professor of any academic accommodations required, as determined by George Mason University, and have provided her with appropriate paperwork. (initial only if applicable; please put N/A if not applicable).

_____ I have read and understand the George Mason University Honor Code. I agree to abide by its policies and will cite all source materials in my work. I understand that plagiarism of any kind will not be tolerated in this class, and I have talked to my professor about any questions or concerns I have regarding this policy.

_____ I realize it is my responsibility to complete and deliver the assignments on time to my professor as described in the assignment sheets and syllabus.

_____ I am aware that work completed in class cannot be made up if I am absent for that class period.

I have notified my professor of the following dates for which I have religious, university, work, or other personal obligation that will keep me from attending class or meeting a class deadline. I have also provided appropriate documentation for that absence, attached to this form. I agree that, should additional absences arise during the semester, I will notify the professor as soon as possible in advance of my expected absence.

_____ If am unable to attend class, I acknowledge that it is my responsibility to contact a colleague for notes, material, and any information given in class.

_____ I have addressed the following concerns with my professor and have come to a mutual agreement for how to address these concerns in the future as follows (describe additional course concerns here, if applicable; please put N/A if not applicable):

Signature: _____ **Date:** _____