

Course Objectives:

The course objectives are simple. At the end of this course, the successful student will:

- 1) **Understand** the fundamentals of context and persuasion in written English in a professional context -- in business, government and in other sectors;
- 2) **Acquire** a command of the mechanics of English writing in a professional context, a mastery of the rules of grammar and style; and
- 3) **Apply** your understanding and proficiency to delivering effective communications across all communication forms -- from opinion pieces to briefings, to proposals, to speeches and presentations.

What You Need To Succeed

Students will need the following attributes to succeed.

- 1) **TEAMWORK**: an ability to work in teams for organizing, researching, planning, collaborating and delivering writing materials.
- 2) **ANALYTICAL CAPABILITY**: an ability to intelligently and dispassionately analyze various writing forms.
- 3) **DEMONSTRATED PARTICIPATION**: attending class and participating, engaging in and even leading discussions regarding the materials to be read for class. This can also mean raising issues on the subject of writing that you have experienced or observed outside of class. Don't just show up, say something. Don't just say something, say something intelligent or insightful. Ask questions, think, reflect, act, discuss.
- 4) **DELIVERING GREAT WORK**: that means writing well researched, carefully crafted assignments.

Textbooks, Materials & Fees:

Required Texts

- Carolyn Meyer, *Communicating for Results: A Canadian Student's Guide*, Second Edition. Oxford University Press, 2010.
- Ian Atkinson, *Business Writing: How to Write to Engage, Persuade and Sell*. London: FT Press, 2011.
- *The Economist Style Guide* London: Profile Books Ltd., 2010. (This volume is mainly for reference, and Dr. Mussio suggests you keep it.)

Optional Texts (meaning they are recommended but you are not compelled to purchase them.)

- Aristotle, *The Art of Rhetoric*. Translated with an Introduction and Notes by H.C. Lawson-Tancred, Penguin Books, Rev. Ed, 2004.

Please note that other readings from on-line sources will be assigned from time to time.

Required Equipment

Students will be required to bring a notebook or tablets of paper and pens/pencils to each class.

Method of Assessment:

Evaluation

Assignment/Item	Value in Course	Remarks (Optional)
Participation	20%	<i>This includes in-class work, quizzes, other marked work, engagement in class discussions</i>
Writing/Speech/Presentation Projects	60% (20+20+20)	<p>Three distinct projects are involved here. Each project will be worth 20% for a total of 60%. Major Assignments will be due:</p> <p>October 15, 2013</p> <p>November 12, 2013 and</p> <p>Speeches:</p> <p>As scheduled in class beginning November 12 and continuing to November 26</p> <p>(subject to change with notice)</p>
Final Examination	20%	<p>Take-Home Examination as set by the Course Director Professor Mussio who is empowered by the Lord High Scheduler of Her Majesty's Examinations and Tests for McMaster University.</p> <p>The take-home exam will be due on DECEMBER 8, 2013 AT 0900HRS (Monday) - stay tuned for more details.</p>

Policy on Missed Work, Extensions, and Late Penalties:

Submitting Work

Please note the following statements **very carefully**.

Late penalties are assessed as part of the discipline of the course: getting things done on time is exceedingly important. Nowhere is this truer than in a professional writing context.

An immediate penalty of **5%** in deducted marks will apply **in all cases** to late assignments. For each subsequent day your assignment is late, an additional **3%** will be assessed. The penalty will be waived for serious illness, but must be accompanied appropriate paperwork according to the norms of the university (MSAF, etc.)

All work must be submitted to Dr. Mussio during the class meeting time unless otherwise specified by him.

To avoid late penalties, hand in your work on time and during the lecture as appropriate. These penalties add up quickly: do your best to avoid unnecessary and completely avoidable loss of marks.

Attendance, Absence and Presence

Please note the following:

1. Attendance is mandatory.
2. Attendance will be recorded.
3. There are marks given for participation. Participation requires you to be present.
4. Absence does not make the heart grow fonder in this particular context.
5. If you are going to be absent for a valid reason (medical incapacitation, for example, not a Harry Potter re-enactment flash mob in MUSC), please let me know by email.

If you have questions about attendance, please refer to Nos. 1 to 5 above.

Please Note the Following Policies and Statements:

Academic Dishonesty

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: "Grade of F assigned for academic dishonesty"), and/or suspension or expulsion from the university.

It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty please refer to the Academic Integrity Policy, located at www.mcmaster.ca/academicintegrity

The following illustrates only three forms of academic dishonesty:

- Plagiarism, e.g. the submission of work that is not one's own or for which other credit has been obtained.
- Improper collaboration in group work.
- Copying or using unauthorized aids in tests and examinations.

Email correspondence policy

It is the policy of the Faculty of Humanities that all email communication sent from students to instructors (including TAs), and from students to staff, must originate from each student's own McMaster University email account. This policy protects confidentiality and confirms the identity of the student. Instructors will delete emails that do not originate from a McMaster email account.

Modification of course outlines

The University reserves the right to change dates and/or deadlines etc. for any or all courses in the case of an emergency situation or labour disruption or civil unrest/disobedience, etc. If a modification becomes necessary, reasonable notice and communication with the students will be

given with an explanation and the opportunity to comment on changes. Any significant changes should be made in consultation with the Department Chair.

McMaster Student Absence Form (MSAF)

In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar Requests for Relief for Missed Academic Term Work. Please note these regulations have changed beginning Fall 2015. You can find information at mcmaster.ca/msaf/. If you have any questions about the MSAF, please contact your Associate Dean's office.

Academic Accommodation of Students with Disabilities

Students who require academic accommodation must contact Student Accessibility Services (SAS) to make arrangements with a Program Coordinator. Academic accommodations must be arranged for each term of study. Student Accessibility Services can be contacted by phone 905-525-9140 ext. 28652 or e-mail sas@mcmaster.ca. For further information, consult McMaster University's Policy for [Academic Accommodation of Students with Disabilities](#).

Academic Accommodation for Religious, Indigenous and Spiritual Observances

Students requiring academic accommodation based on religion and spiritual observances should follow the procedures set out in the Course Calendar or by their respective Faculty. In most cases, the student should contact his or her professor or academic advisor as soon as possible to arrange accommodations for classes, assignments, tests and examinations that might be affected by a religious holiday or spiritual observance.

Topics and Readings:

SESSION	DATES	THEME	READINGS
PART I: INTRODUCTION			

1	SEPT 10, 2013	Introduction to Professional Writing	<p><i>Aristotle: Preface xi-xii; Introduction, 1-57;</i></p> <p>Meyer: Chapter 1, "Getting the Message Across", 1-29.</p> <p>Atkinson: Introduction</p>
PART II: FOUNDATIONS AND PLANNING			
2	SEPT 17, 2013	<p>Foundations: Fundamentals, Information Exchange and Persuasion - Steps in Process</p> <p>ASSIGNMENT 1 ASSIGNED</p>	<p><i>Aristotle: The Art of Rhetoric, 65-72; Meyer: Chapter 2, "Getting Started", 36-57</i></p> <p>Atkinson, Chapter 2,3,4,5,6</p>
3	SEPT 24, 2013	<p>Foundations: Style/Tone, Words</p> <p>PLANNING</p>	Meyer: Chapter 3, "Business Style...", 57-86
PART III: ARCHITECTURES AND INFORMATION CHANNELS			
4	OCT 1, 2013	<p>Architecture: Sentences and Paragraphs</p> <p>"DOING"</p>	<p>Meyer: Chapter 4: Business Style: Sentences...", 87-115</p> <p>Atkinson, Chapters 7,8,9, 10</p>
5	OCT 8, 2013	<p>Architecture: Memos, Email and Letters</p> <p>"DOING PART II"</p>	<p>Meyer: Chapters 5 and 6: "Memorandums, Emails..." 116-142; and "Routine and Goodwill..." 143-185</p> <p>Atkinson Chapter 11,12,13,14</p>

6	OCT 15, 2013	<p>Architecture: Press Releases, Op-Eds and Blogs</p> <p>ASSIGNMENT 1 DUE</p> <p>ASSIGNMENT 2 ASSIGNED</p>	<p>On-Line Resources TBA</p> <p>Meyer: Chapter 7: “Delivering Unfavourable News” 186-216</p>
7	OCT 22, 2013	<p>Architecture: Briefing Executives in an Information- Intensive Environment</p> <p>Informal Reports</p> <p>REVIEWING</p>	<p>Meyer: Chapter 10: “Informal Reports”, 287-357</p> <p>Resources to be Announced (On-Line/Other)</p> <p>Atkinson, Chapters 15-18</p>
8	OCT 29, 2013	<p>Architecture: Proposals and Formal Reports; Report and Business Case Writing</p> <p>ASSIGNMENT 3 ASSIGNED</p>	<p>Meyer: Chapter 11, “Proposals and Formal Reports”, 357-405</p>
9	NOV 5, 2013	<p>Week 7 Theme Continued</p>	<p>On-Line and Other Resources: In-Class workshops</p>
PART IV: The Art of Persuasion			

10	NOV 12, 2013	<p>Persuasion: Speeches and Presentations I</p> <p>Workshops (Speeches/ Presentations)</p> <p>ASSIGNMENT 2 DUE</p>	<p><i>Aristotle, Section Three: Deliberation 83-100; Section Six: Emotion 139-171 (Optional); Section Nine: Style, 215-244.</i></p>
11	NOV 19, 2013	<p>Persuasion: Speeches and Presentations II</p> <p>Workshops; (Speeches/ Presentations)</p> <p>ALTERNATIVE: Special Visit (Details to be Discussed)</p>	<p><i>Aristotle: The Art of Rhetoric, Section Two: The Genres of Oratory, 73-82</i></p> <p>Meyer: Chapter 12, 406-440.</p>
12	NOV 26, 2013	<p>Presentations and Work Shops (Speeches/ Presentations)</p>	To Be Announced
13	DEC 3, 2013	<p>Review/ Conclusion</p>	<p>N/A Note: Take-Home Examination for the course will be distributed (you will have until December 8, 2013 to complete this examination.)</p>

XX	***MONDAY DECEMBER 8, 2013	TAKE-HOME EXAMINATION DUE AT 0900H IN DR. MUSSIO'S OFFICE AT TSH 322	ALL OF THEM
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[1] Robert Mankoff, “**Sir, the following paradigm shifts occurred while you were out.**” (Secretary to returning boss.) ID: 23400, Published in *The New Yorker* November 27, 1995.

Other Course Information:

Hard Copies/Back-ups

All assigned work must be submitted on paper, not mailed electronically. *However, always maintain electronic or other back-up copies of whatever you submit.*

Academic referencing in assignments: Please use APA or MLA styles; see library guides:

<http://library.mcmaster.ca/guides/apa.htm> or <http://library.mcmaster.ca/guides/mla.htm>

Use of Avenue to Learn or Other On-Line Resources

This course may use Avenue to Learn or perhaps other resources available on-line. Any access to the public parts of these resources will expose your names and user names, not to mention your program affiliation to all other students. It's perhaps inevitable, but if you object you should withdraw from the course. Continuation in this course will be deemed consent to this disclosure. If you have any questions or concerns, please let the professor know in writing.

Opportunity for Hands-On Learning Linked to Assignment

This course may offer an opportunity for experiential learning linked to an assignment near the end of the course. This assignment will not only involve writing and preparing a traditional assignment, but also involve the consultation of university documents and your attendance at one of the governance meetings of the university (to be determined.) This represents a very useful real-world opportunity that will be discussed in May during one of the class meeting times.

Final Examination

There will be a final “take-home” examination at the end of this course. The examination will be worth 20% of your final grade. The final examination will incorporate everything you have been taught in the course through the readings, lectures and class discussions.

Access to the Professor

Students are encouraged to visit Dr. Mussio during office hours in TSH-322 to discuss either issues related to the course or your academic progress. You may drop in during his office hours, but it is highly recommended that you make an appointment by email or make arrangements during class.

Accommodations for Students With Disabilities

If you require special accommodation for learning or have any special needs, please let Dr. Mussio know of them as soon as possible in order that arrangements can be made. Students with disabilities are encouraged to register with the Centre for Student Development.