

Pittsburg State University
English 301: Technical / Professional Writing
304 Grubbs Hall, Fall 2014

Instructor: Dr. Jamie McDaniel
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Office Hours: MWF 12 – 2, TR 2 – 4, or by appointment

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Course Description

English 301 Technical/Professional Writing is a face-to-face course designed for those students who will be writing in the technical professions. You will learn how to create correspondence, descriptions, instructions, reports, and electronic presentations. You will also learn how to design documents and how to incorporate graphics into your documents.

Prerequisite

English 299 or the second semester of Freshman Composition

Required Materials

Handbook of Technical Writing (Bedford / St. Martin's, 2011 – 10th edition) by Gerald Alred, Charles Brusaw, and Walter Oliu
The Non-Designer's Design Book (Pearson, 2008 – 3rd edition) by Robin Williams

Presentation

This class depends upon actively engaged speakers, listeners, and writers. Your responsibility is to be an active participant. As a result, this class demands that all reading assignments are completed, in full, on the day they are due and that you bring the assigned text to class. In addition, all assignments are to be typewritten and done according to directions. I encourage you to think for yourself, challenge each other, and assume pride and ownership in every text you produce.

I also suggest that you consult the following links about interacting with faculty:

6 Things You Should Say to Your Professor

<http://www.usatodayeducate.com/staging/index.php/campuslife/6-things-you-should-say-to-your-professor>

5 Things You Should Never Say to Your Professor

<http://www.usatodayeducate.com/staging/index.php/campuslife/5-things-you-should-never-say-to-your-professor>

According to federal guidelines, you should expect to spend two out-of-class hours devoted to coursework for each hour spent in the classroom or in direct faculty instruction. Therefore, for this three-credit class, you should expect to devote at least six hours per week on average to prepare your work. Of course, some weeks may require more time, and some weeks will require less.

Computer Policy

On the days that we use computers in class, save your files on Canvas or in a cloud service, such as Dropbox, or bring a jump drive to save them. Any files saved to the hard drives of the computers will be erased (by special software) when the computers are shut down at the end of class. Ideally, you should keep a copy of all files on a jump drive **and** on Canvas in case your jump drive is lost, stolen, or corrupted, as happens frequently with computers used by many people. You will be assigned a specific laptop computer to use throughout the semester. You are responsible for turning off that computer, putting it into its assigned cabinet at the end of class, and connecting its power cord. **For work done outside of class, you are responsible for providing files that I can open. If you use software other than MS Word, save your files as .rtf files. Otherwise, I will return the document ungraded.**

Plagiarism and Cheating Policy

Plagiarism includes the presentation, without proper attribution, of another's words or ideas from printed or electronic sources. It is also plagiarism to submit, without the instructor's consent, an assignment in one class previously submitted in another. I reward plagiarism with a zero. Further action by the university may also be taken. Please familiarize yourselves with the university policy on plagiarism. If you feel that you need extra help with your assignments, tutors are available in the Writing Center in Axe Library (235-4694). If you have any questions about what constitutes plagiarism or how to cite sources properly, do not hesitate to ask me for help. Please also consult PSU's Academic Honesty and Integrity Policy available online at

<http://www.pittstate.edu/audiences/current-students/policies/rights-and-responsibilities/academic-misconduct.dot>

Also, make sure to consult the Syllabus Supplement, which can be thought of as a “one-stop” place for students to access up-to-date information about campus resources, notifications, and expectations. It is available at

Attendance and Tardy Policy

You can have only three unexcused absences. With your fourth absence, you will be dropped from the class. Three tardies count as an absence.

Quiz Policy

By 11:59 p.m. on Fridays of each week, I will post to Canvas a quick quiz (usually five questions) that will focus on the topics and materials covered in the readings and class discussions from the previous Tuesday and Thursday. You will have until the following Tuesday by 10:59 a.m. to complete the quiz. You will have one attempt to take the quiz, and you cannot retake a quiz that you have missed.

Grading Policy

In addition to attendance, participation, and daily activities, you will have five projects, each worth the points listed below, for a total of 1100 points. Assignments can be submitted any time until 11:59 p.m. on the day they are due. If you are going to be absent when an assignment is due, you must arrange to turn in the assignment by its due date and time; otherwise, the grade will be lowered one letter grade.

If you have a problem with an assignment, please see me or call me BEFORE the due date.

Grading Scale

1100 – 990 = A

989 – 880 = B

879 – 770 = C

769 – 660 = D

659 and below = F

You must fully complete all assignments for the course in order to receive a passing grade.

Project	Component	Points
Participation / Daily Activities / Quizzes		100
Project One: Corporate Communications		
	Document Analysis	50
	Audience Analysis Table	25
	Document Set	100 (50 per document)
Project Two: Extended Definition of a Technical Mechanism		
	Extended Definition Memo	75
Project Three: Quick Reference Card		
	Documentation Memo	25
	Design Template	50
	Quick Reference Card Deliverable	100
	Teamwork and Client Evaluations	100
Project Four: PSU Proposal		
	Project Pitch with Statement of Intent / Methodology	50
	Proposal	100
	Elevator and Twitter Pitches	50
	Oral and Electronic Presentation	100
	Teamwork Evaluations	50
Project Five: Global Communications		
	Audience Analysis Memo	50
	Global Business Letter Revision	75

A Word of Advice

All students are more than welcome to drop by during office hours or schedule an appointment to ask questions, continue discussion of issues from class, or to offer comments. This is especially true during the first week of class and especially true for students with disabilities who are registered with the Center for Student Accommodations (235-4309) and who may need individual arrangements. **Make use of your teachers!!** We are here to help you learn, and we do not expect you to be perfect (who is?). We regard intelligent questions in and out of class and an eagerness to improve one's abilities as evidence of an A student more than written work alone. There is no such thing as a stupid question!

	Date	Tentative Reading Assignments, etc. (Subject to Change)	Tentative Assignments Due, etc. (Subject to Change)
Week 1	T 8/19	Introduction to the course	
	R 8/21	Audience, pp. 46 – 47 Context, pp. 101 – 103 Ethics, pp. 180 – 182 Cerner Corporation Email Memo (Canvas)	
Week 2	T 8/26	Williams, Chapter 2 – “Proximity” Correspondence, pp. 105 - 114 Memos, pp. 346 – 348 Headings, pp. 252 – 254 Lists, pp. 326 – 327	
	R 8/28	Letters, pp. 318 – 323 “You” Viewpoint, pp. 596 Methods of Development, pp. 348 – 349 Cause-and-Effect, pp. 69 – 70 Toyota Recall Documents (Canvas)	
Week 3	T 9/2	Williams, Chapter 3 – “Alignment” Style, pp. 536 – 538 Email, pp. 164 – 169 Avenger Email (Canvas)	
	R 9/4	Tables, pp. 542 – 544	Project 1, Component 1: Document Analysis. Due by 11:59 p.m. today.

Week 4	T 9/9	In-Class Writing	Project 1, Component 2: Audience Analysis Table. Due by 11:59 p.m. today. Completed during class.
	R 9/11	Williams, Chapter 4 – “Repetition” and Chapter 5 – “Contrast”	
Week 5	T 9/16	Definition and Description, pp. 120 – 125 Division-and-Classification, pp. 129 – 132 Spatial, pp. 533 – 534 Chronological, pp. 71 Sequential, pp. 530	Project 1, Component 3: Document Set. Due by 11:59 p.m. today.
	R 9/18	Visuals, pp. 576 – 581 Line Drawing, pp. 156 – 160 Photographs, pp. 397 – 398 Flowcharts, pp. 195 – 197 Documenting Sources, pp. 132 – 155 Copyright, pp. 104 – 105	
Week 6	T 9/23	Williams, Chapter 7 – “Using Color” and Chapter 9 – “Type (& Life)”	
	R 9/25	Instructions, pp. 268 - 273 Telegraphic Style, pp. 546	Project 2, Component 1: Extended Definition Memo. Due by 11:59 p.m. today.
Week 7	T 9/30	In-Class Work Day	
	R 10/2	Williams, Chapter 10 – “Categories of Type” and Chapter 11 – “Type Contrasts” Layout and Design, pp. 312 – 317 Collaborative Writing, pp. 75 – 77 Usability Testing, pp. 567 – 577 Comparison, pp. 88 – 90 General and Specific, pp. 230 – 231 Order-of-Importance, pp. 376 – 379	Project 3, Component 1: Documentation Memo. Due by 11:59 p.m. today.

Week 8	T 10/7	In-Class Work Day	
	R 10/9	In-Class Work Day	Project 3, Component 2: Design Template. Due by 11:59 p.m. today.
Week 9	T 10/14	Discussion of Design Templates and In-Class Work Day	
	R 10/16	Fall Break – No Class	
Week 10	T 10/21	Proposals, pp. 433 – 453	
	R 10/23	Proposals, pp. 433 – 453 Cover Letters / Transmittals, pp. 114 – 115	Project 3, Component 3: Quick Reference Card Deliverable. Due by 11:59 p.m. today. Project 3, Component 4: Teamwork Evaluations. Due by 11:59 p.m. today.
	M 10/27	Notice: This assignment is due on Monday, October 27.	Project 4, Component 1: Project Pitch and Statement of Intent / Methodology. Due by 5:00 p.m. today.
Week 11	T 10/28	Announcement of Top Pitches; Group Selection and Organization	
	R 10/30	Interviewing, pp. 280 – 282 Listening, pp. 324 – 326 Presentations, pp. 412 – 421 Elevator Pitches	
Week 12	T 11/4	Elevator Pitches Pecha Kucha	
	R 11/6	In-Class Presentation Preparation	

Week 13	T 11/11	Elevator Pitch Presentations Preparing Presentation Slides	Project 4, Component 2: Elevator Pitch and Twitter Pitch. Presentations during class.
	R 11/13	In-Class Presentation Preparation	
Week 14	T 11/18	In-Class Presentation Preparation	
	R 11/20	Pecha Kucha Presentations	Project 4, Component 3: Oral Presentation and Electronic Presentation. Presentations during class.
Week 15	T 11/25	Global Communication, pp. 232 – 233 International Correspondence, pp. 275 – 280 Global Graphics, pp. 233 – 235 Idioms, pp. 258	
	R 11/27	Thanksgiving – No Class	
Week 16	T 12/2	Resources for Research on International Communication	Project 4, Component 4: Proposal. Due by 11:59 p.m. today. Project 4, Component 5: Teamwork Evaluations. Due by 11:59 p.m. today.
	R 12/4	Housekeeping	

Project 5, Component 1: Audience Analysis Memo. Due by 11:59 p.m. on Monday, December 8.

Project 5, Component 2: Global Business Letter Revision. Due by 11:59 p.m. on Friday, December 12.