

## **HU-113 ACADEMIC & TECHNICAL WRITING**

**Credits Hours:** 3-0

### **Course Description**

Instruction in the principles of effective business communications. Contemporary approaches to planning, composing and revising common written and oral business communications is explained and applied. Emphasis is on the writing of clear, concise, and effective letters, e-mails and business reports.

### **Course Objectives**

After the completion of the course, students are expected to do the following:

- ❖ 1. Develop an understanding of the communication process.
- ❖ 2. Demonstrate the ability to use correct grammar.
- ❖ 3. Develop skill in applying planning and writing techniques to the solution of business problems.
- ❖ 4. Analyze business communication situations and produce letters in language and style appropriate to specific situations.
- ❖ 5. Demonstrate the ability to communicate effectively through oral communication.
- ❖ 6. Apply font, paragraph, page formatting, bullets and numbering to documents, workbooks and presentation.
- ❖ 7. Insert headers, footers, set tabs, format text into multiple columns or tables and apply formatting to cells, rows or columns.

### **Learning Outcomes**

Upon completion of this course the student will be able to:

1. Write, proofread and revise common business communications.
2. Understand product development and document production cycles.
3. Establish document control processes.
4. Establish document templates
5. Collect technical information from diverse sources.
6. Manage the documentation process (writing, illustrating, editing, formatting, reviews, translation, publishing, and distribution).

7. Conduct effective meetings and presentations.

**Required Course Material**

REQUIRED TEXT : The Aims of ARGUMENT : A Brief Rhetoric

Authors: Timothy W. Crusius; Carolyn E. Channell

Publisher: Mayfield Publishing Company

Edition: 3rd Edition

Book Type: Hardcover

ISBN : 0-7674-1132-3

Required Text: TECHNICAL COMMUNICATION. A READER CENTERED APPROACH

Author: Paul. V. Anderson

Edition: 5th

ISBN :015507421-0

▪ TOPICS TO BE COVERED:

- Definitions
- Writing with Task Orientation
- Introduction to Word
- Develop a custom template
- Image & Argument: Visual Rhetoric
- Letter Writing
- Proof Reading
- Researching Arguments

▪ FINAL PROJECT :

Rhetorical Analysis of a Popular Press Business Article

To complete this project, students will complete a rhetorical analysis of a contemporary, popular press business article. Students will submit their findings in memo format.

Context for Project

While it is certainly important to be able to read a document and determine what is being said directly, it is also important to develop the skills necessary to look deeper at a piece of writing in order to determine how persuasion and rhetoric are being used in order to craft a particular message. Training yourself to think about the author, his or her intended audience, and the way in which he or she uses the rhetorical appeals of ethos, pathos, logos, and kairos to deliver an

intended message will enable you to better understand and critically examine a wider variety of texts. The project is worth 15%

### Course Content (Weekly)

Weekly breakdown is given below

Week	Lecture Topic
1	<p>Introduction to the Course;</p> <ul style="list-style-type: none"><li>▪ Course Outline</li><li>▪ Course Policies</li><li>▪ Course Rationale</li></ul> <p>Setting the Scene</p> <p>Introduction to Academic &amp; Technical Writing&amp; its relevance for Business Students</p>
2	<ul style="list-style-type: none"><li>• Information Design and Definitions : Organizing information and designing readable manuals, understanding audiences and how they use technical manuals.</li><li>▪ What definitions are, why write them, where to use them. An overview of the types of definitions and a focus on formal and operational definitions. Guidelines for writing glossaries</li></ul>
3	<ul style="list-style-type: none"><li>▪ Rhetoric and Visual Rhetoric</li></ul> <p>MS Word: Page Layout, Styles and Templates</p> <p><b>Lab Activity: Develop a custom template</b></p> <p><b>Reading and Online Discussion:</b></p> <p>Porter and Sullivan, <i>Repetition and Rhetoric of Visual Design</i></p>
4	<ul style="list-style-type: none"><li>▪ Writing with Task Orientation</li></ul> <p><b>Writing Instructions</b></p> <p><b>Reading and Online Discussion:</b></p> <p>McLennan, <i>Getting it Together: Strategies for</i></p>

*Writing Cohesively*

Glazer, *Voices to Shun: Typical Modes of Bad Writing*

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|---|---|
| 5 | <ul style="list-style-type: none"><li>▪ INTRODUCTION TO WORD :</li><li>▪ MLA</li></ul> <p>Word Wrap; Move around a Document; Insert &amp; Delete Page Breaks; Add Page Numbers; Insert Cover Page; Customize Word; Insert Headers &amp; Footers; Create Sections; Spelling &amp; Grammar; Different Views; Save a Document in Compatible Format; Print Options; In-Text Citation &amp; Annotated Bibliography</p> |
| 6 | <ul style="list-style-type: none"><li>▪ <b>Online Instructions1:</b></li><li>▪ What are they, why write them, where to use them. An overview of the types of instructions. Doing task analysis in preparation for writing instructions.</li><li>▪ <b>In class: Instructions 2: Writing and procedures cont.</b></li><li>▪ Online: Instructions 3: Revising procedures, tutorials</li></ul>                        |
| 7 | <ul style="list-style-type: none"><li>• <b>Image &amp; Argument: Visual Rhetoric</b><ul style="list-style-type: none"><li>• Reading Images</li><li>• Advertisements</li><li>• Editorial Cartoons</li><li>• Public Sculpture</li><li>• News Photographs</li><li>• Graphics</li></ul></li></ul>   |
| 8 | <ul style="list-style-type: none"><li>▪ <b>Letter Writing</b><ul style="list-style-type: none"><li>• Appearance</li><li>• Attitude</li></ul></li></ul>  |

- Format
- Parts
- Tone and Style

## 9 MID –TERM

- 10
- **Proof Reading**
    - Spelling Errors
    - Omissions & Jumbled Passages
    - Punctuation Problems: Apostrophes; Commas; Semicolons; Colons
    - Grammatical Errors:
    - Introductory Participial Phrases
    - Paired Coordinators
    - Split Subjects & Verbs

- 11
- **Researching Arguments**
    - Finding an Issue
    - Understanding that an Issue is More Than Merely a Topic
    - Keep abreast of Current Events
    - Research the News
    - Research Your Library's Periodicals Indexes
    - Finding Sources

- 12
- **Negotiation & Mediation: Resolving Conflict**
    - The Process of Negotiation & Mediation
    - Understanding the Spirit of Negotiation
    - Understanding the Opposing positions

- 13
- **Locating Areas of Disagreement:**
    - Differences over Facts

- Differences in Interests
- Questions about Difference
- Defining the Problem in Terms of the Real Interests:
  - Inventing Creative Options
  - Gathering More Data
  - Reaching a Solution Based on Agreed-Upon Principles

**14**

- **Writing Procedures and Gathering Information**

Rush-Hovde, Negotiating Organizational Constraints

Visualizing and Documenting Processes and Workflows

**15**

- **Meetings and Presentations**