

English 310
Business and Community Writing
Fall 2009
Mon., Wed., 11:45-12:55

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Office Hours: Mon., 1-2:30; Tues., 10:30-11:30;
Wed., 2-3:30; and by appointment.

English 310: Business and Community Writing combines study of the theory and practice of various forms of business communication (letters, memos, e-mail, reports, proposals, etc.) with a service-learning, or field-service, component, which will be conducted through the offices of a number of agencies and organizations in the Lehigh Valley. To succeed in this course, then, students will need not only a willingness to do more traditional academic work (reading and discussion of assignments; communicating and collaborating with fellow students; preparing both in-class and out-of-class written assignments), but also sufficient enthusiasm and motivation to perform needed workplace writing within the surrounding community. Another key component of the course will be presentations by guest speakers from Moravian College who are experienced practitioners of workplace writing and communication.

Goals for the course include the following:

- Careful consideration of, and work toward achieving, successful workplace writing
- Familiarity and experience with a range of workplace documents and projects (e.g., résumés, memos and letters, web content, proposals, newsletter articles, etc.)
- Critical awareness and improved use of various forms of electronic communication
- Awareness of, and improvement in, the skills of oral communication
- Consideration of practical, theoretical, and ethical issues that arise in workplace writing
- Heightened awareness of opportunities in the not-for-profit sector, and contributions to one such agency through the course's field service component

Required Texts

Mary Pipher, *Writing to Change the World* (Riverhead Books, 2006).
 Brandon Royal, *The Little Red Writing Book* (Writer's Digest Books, 2004).
 David Shipley and Will Schwalbe, *Send: Why People Email So Badly and How to Do It Better* (Knopf, 2008).
 Free subscription to *Business Communication Headline News*
 (<http://businesscommunicationblog.com>).
 Handouts, etc. provided by instructor

Attendance, and a Note on Plagiarism

Because collaborative work and class participation are vital components of this course, regular attendance is required. Please arrive on time and prepared for every class session. You may be excused from up to two class sessions for legitimate academic, medical, or emergency reasons only; more than two absences, excused or unexcused, will result in an automatic lowering of your grade. Also, please note that no matter how good you are at multitasking, I expect all cell phones to be *turned off* for the duration of all class meetings.

I would hope that it goes without saying that any work you submit for this course must be

your own; to plagiarize in an upper-level writing course is to convey a shocking disrespect for writers and their work. Refer to the College's policy on academic honesty (available in the Student Handbook) for any needed clarification.

Assignments and Their Evaluative Weight*

*Note that we will work together to establish a plan for submission of course journals (covering your assigned reading, your checking of *Business Communication Headline News*, and your field service work). I ask that you please limit other email contact to only the most essential questions, and that you recognize that I will not be able to respond immediately to most email messages. If you have questions about, or want to discuss, any of your work for the course, please schedule a face-to-face meeting time with me; before or after class is a good time to do this.

Letter and résumé (drafts due Sept. 9; final versions due Sept. 14)	10%
Three representative workplace documents--	
Newsletter article (draft Oct. 5, final Oct. 12)	
Sample web content (draft Oct. 26, final Nov 2)	
Grant proposal (draft Nov. 16, final Nov. 23)	
--all combined and submitted together as a portfolio by 11/30	15%
Field service portfolio (due Dec. 9)	40%
Oral presentation on field service experience (weeks 14 and 15)	10%
Course journal (assigned reading responses, reading of <i>Business Communication Headline News</i> , field service record; dates and means of submission to be determined in class)	25%

Schedule

The outside service learning/field work will demand a large portion of your time for approximately two-thirds of this course; therefore, **we will meet on Mondays only during weeks 4-13 of the course (September 21 through November 23). During these four weeks you are to submit weekly updates including (a) a record of work done that week for your field service assignment, and (b) notes on *Business Communication Headline News* (BCHN) pieces read.**

Week 1 (8/31, 9/2)

8/31: Course introduction; plans for organization placements, class meetings, submission of work, etc.

9/2: *Moravian College Career Guide*, pp. 10-25 (at least); guest speaker: Amy Saul, MC Director of Career Development

Week 2 (9/7—no class, 9/9)

9/9: *Little Red Writing Book*, pages 1-85; drafts of resume and letter of introduction due (for workshop)

Initial meetings with organizations this week and next

Week 3 (9/14, 9/16)

9/14: *Little Red Writing Book*, pages 86-137; reading journal due.

9/16: Final résumé and letter of introduction

***Note: Field service work is conducted for the following ten weeks; class will meet on Mondays only during this time.**

Week 4 (9/21)*

*Note: Required attendance at Moravian College's Business & Industry Council panel presentation this week: Tuesday, Sept. 22, 7 PM, Arena Theatre, HUB.

William Zinsser, "Business Writing: Writing in Your Job," from *On Writing Well* (handout); completed and signed field service agency contract due; weekly update and BCHN notes due by noon on Friday, 9/25.

Week 5 (9/28)

Send, Introduction and chs. 1-2

Speaker: Victoria Bingham, Assistant Director of Publications, MC Public Relations Office

Week 6 (10/5)

Newsletter article draft due (for workshop)

Week 7 (10/12)

Send, chs. 3-5; reading journal due; revised newsletter article

Week 8 (10/19)

Send, ch.6 through "Appendix: How to Read Your Header"; reading journal due

Speaker: Christie Jacobsen, Web Manager, MC Public Relations Office

Week 9 (10/26)

Sample web content draft due (for workshop)

Week 10 (11/2)

Writing to Change the World, chs. 1-3; revised sample web content

Week 11 (11/9)

Writing to Change the World, chs. 6-10; reading journal due.

Speaker: Sue Schamberger, Director of Foundation Relations, MC Office of Institutional Advancement

Week 12 (11/16)

Grant proposal draft due (for workshop)

Week 13 (11/23)

Writing to Change the World, chs. 11-14; reading journal due; revised grant proposal

***Note: Following Week 13, field service work ends; class meets on both Monday and Wednesday during Weeks 14 and 15.**

Week 14 (11/30, 12/2)

11/30: Reading on oral presentations, Powerpoint, etc. (handouts); portfolio of three

workplace documents due

12/2: Oral presentations on field service experiences

Week 15 (12/7, 12/9)

12/7: Oral presentations on field service experiences

12/9: Oral presentations on field service experiences; course evaluations. **Field service portfolios due.**