

English 310
Business and Community Writing
Spring 2014
Mon/Wed, 11:45-12:55

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Office Hours: Mon. 1:30-2:30; Tues. 12:30-1:30;
Wed. 3-4; Thurs. 1-2; and by appointment.

English 310: Business and Community Writing combines the study and practice of various forms of business communication (letters, e-mail, proposals, online content, 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, students will need not only a willingness to do more traditional academic work (course reading and discussion; 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 engagement with the campus and wider communities through guest speakers, coverage of campus events, and consideration of possibilities for Leadership Center community grants.

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, cover letters, and social media profiles and content; proposals; news releases and brief articles; web content; 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 may 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
- Expanded awareness of possible forms of public and professional writing, including writing designed to benefit various communities

Required Texts

Roy Peter Clark, *How to Write Short: Word Craft for Fast Times*
 Mary Pipher, *Writing to Change the World*
 Fran Quigley, *Walking Together, Walking Far: How a U.S. and African Medical School Partnership Is Winning the Fight Against HIV/AIDS*
 William Strunk, Jr. and E.B. White, *The Elements of Style*, 4th ed.
 Following of at least one business communication-themed journal, blog or Twitter feed
 (such as *Business Communication Headline News*
<http://businesscommunicationblog.com>)
 Handouts, etc. provided by instructor

Recommended Text

David Shipley and Will Schwalbe, *Send: Why People Email So Badly and How to Do It Better*

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.

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 at <http://www.moravian.edu/studentLife/handbook/academic/academic2.html>) 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 assigned reading) during the first week of classes.

Letter and résumé (drafts due Jan. 20; final versions due Jan. 27)	10%
Three representative workplace documents-- Grant proposal (draft Feb. 10, final Feb. 17) News release for campus event (draft Feb. 24, final Mar. 10)* Online content report and recommendation (for assigned agency OR for a Moravian College office or organization) (draft Mar. 17, final Mar. 24) --all combined and submitted together as a portfolio by 11/30	30%
*Newsletter article on this campus event may be written and submitted to Moravian Public Relations Office for extra credit; dates to be determined.	
Oral presentation on field service experience (weeks 12 and 13)	10%
Course journal (assigned reading responses [due weeks 2, 4, 8, 10 and 13] plus weekly field service logs [due by 4 PM Friday during nine weeks of field service placement; incorporating reading of business communication-themed journal/blog/Twitter feed and notes on that week's field service]	10%
Field service portfolio (due April 23)	40%

Schedule

The outside service learning/field work should demand a significant portion of your time for approximately two-thirds of this course; therefore, **we will meet on one day a week only (chosen day to be determined at the first class meeting) during weeks 4-11 of the course**

(February 3 through April 2). During these weeks you are to submit weekly updates as properly formatted email memos to me; these will include (a) a record of work done that week for your field service assignment, and (b) notes on topics addressed in that week's reading of your chosen business communication-themed journal/blog/Twitter feed.

Week 1 (1/13, 1/15)

1/13: Course introduction; plans for organization placements, class meetings, submission of work, online profiles, following of business communication-oriented journals, blogs, Twitter feeds, etc.

1/15: *Moravian College Career Guide*, pp. 10-20 (at least); guest speaker: Amy Saul, MC Director of Career Development

Week 2 (1/20--no class, 1/22)* [Reading response: Zinsser, Strunk & White]

1/22: Drafts of resume and letter of introduction due (for workshop); reports on scheduling of meetings with agency supervisors; reading: Zinsser (handout), Strunk & White

*Initial meetings with organizations this week and next

Week 3 (1/27, 1/29)*

1/27: Strunk & White quiz and discussion; reading: Pipher, Introduction and chs. 1-5

1/29: Final resume and cover letter due; reports on initial meetings with agency supervisors; field service contracts due;

***Note: Field service work is conducted during the following 8-10 weeks; class will meet on one day (to be determined) only during weeks 4-11.**

Week 4 (2/3 or 2/5)* [Reading response: Pipher; field service log by Fri. 4 PM]

Reading: Pipher, chs. 6-10, material on grant proposals (handouts and links); brainstorming on possible campus/community projects and determination of teams (if desired)

Week 5 (2/10 or 2/12) [Field service log by Fri. 4 PM]

Community grant proposal drafts (workshop)

Week 6 (2/17 or 2/19) [Field service log by Fri. 4 PM]

Final community grant proposals due; guest speaker Thomas Kopetskie (Communications Associate and Magazine Editor, Moravian College Public Relations Office) on (a) careers in writing and editing and (b) the writing of press releases; discussion of campus events for the remainder of the Spring 2014 semester

Week 7 (2/24 or 2/26) [Field service log by Fri. 4 PM]

Press release drafts (workshop); reading: Clark, Introduction and portions of Part I

Spring Break

Week 8 (3/10 or 3/12) [Reading response: Clark; field service log by Fri. 4 PM]

Final press releases due; reading: Clark (esp. Part II); discussion and evaluation of online content (provided by field service agencies and by Moravian College)

Week 9 (3/17 or 3/19) [Field service log by Fri. 4 PM]
Online content reports (workshop)

Week 10 (3/24 or 3/26) [Reading response: *Send* excerpts; field service log by Fri. 4 PM]
Final online content reports due; reading: excerpts from Shipley & Schwalbe's *Send* (handout)

Week 11 (3/31 or 4/2) [Field service log by Fri. 4 PM]
Reading: material on oral presentations and reports, uses of presentation software, etc. (handouts and links); discussion and practice

***Note: Following Week 11, class again meets on both Monday and Wednesday for the remainder of the semester.**

Week 12 (4/7, 4/9) [Final field service log by Fri. 4 PM]
Oral presentations on field service agencies and work

Week 13 (4/14, 4/16) [Reading response: Quigley]
4/14: Guest speaker: *Fran Quigley, author of Walking Together, Walking Far*; reading for
this week: Pipher, ch. 11-Coda; Quigley
4/16: Reading discussion, tying up loose ends; portfolio of workplace assignments (including extra credit article, if chosen) turned in

Week 14 (4/21--no class, 4/23)
4/23: Field service portfolios due; course evaluations