

**ENGLISH 3010**  
**WRITING IN THE PROFESSIONS**  
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**COURSE DESCRIPTION:**

This course is primarily for students who have been accepted into one of Dixie State College's baccalaureate programs: business or computer science. The focus of the course is to give you experience in developing the writing and communication skills you will use in your profession. English 3010 will help you to understand a variety of approaches to professional writing, to analyze approaches to writing found in various texts from professional settings, and to develop skills in writing for professional purposes. You also will have the opportunity to explore intercultural contexts in writing, business ethics in writing, and the Internet's impact on writing.

English 3010 will be a student-centered class that uses a workshop style, so class sessions will focus on three related activities: (1) discussing, analyzing, and planning the assigned writing projects; (2) analyzing, critiquing, and revising sample texts, your own texts, and other students' drafts-in-progress; and (3) reading and discussing professional articles that present topics relevant to writing in the professions. We will use a process approach for each writing project; this approach emphasizes all stages of writing: prewriting, writing, revising, and editing.

**REQUIRED TEXTS, MATERIALS, AND ACCOUNT:**

1. *Successful Writing at Work*, eighth edition by Philip C. Kolin
2. *The Business Writer's Companion*, fourth edition by Gerald J. Alred, Charles T. Brusaw, and Walter E. Oliu
3. Two PC computer disks, or a zip disk, or a flash/jump drive
4. A Dixie State College e-mail account
5. A portable stapler, several wing clips, and notebook

**BASIS FOR EVALUATION (Letter grades: A-F):**

- 50% Written assignments, revisions, and writing workshops  
40% Quizzes, article analyses, exams, other writing activities, and enthusiastic participation in discussions  
10% Final oral presentation

**GRADING SCALE:**

95-100=A	80-84=B-	68-69=D+
90-94=A-	78-79=C+	65-67=D
88-89=B+	75-77=C	60-64=D-
85-87=B	70-74=C-	59 and below=F

**WRITING PROJECTS:**

There will be five main writing assignments for varying purposes and audiences, with varied formats. (Some projects will involve various stages/steps that need to be submitted with the main writing project.)

- Occupation analysis project/graduate school alternative
- Interview report/alternative report
- Press Release Project
- Collaborative report
- Long report and oral presentation

**ATTENDANCE, TIME MANAGEMENT, AND CLASSROOM BEHAVIOR:**

Attendance is required. Absences will adversely affect your grade. More than two unexcused absences will lower your grade. More than four unexcused absences may result in failure of the course. If an extenuating circumstance begins to appear, let me know in advance; don't wait until a project is due. Consider this class as part of your professional life and keep in mind that you could not fail to report to work, or expect to be paid, without giving appropriate notice.

Not only is it important to attend class, coming to class on time and being prepared for class are quite important. Late arrivals will count as a half-absence and affect your grade as other absences do. Early departures from class will be handled in the same way as late entrances into class. Civility towards one another is expected. Also, please turn off cell phones before coming to this class.

The effort and contribution you make in this class will be noticed and counted as part of your grade for the course. You are expected to have read and given serious consideration to the reading and writing assignments for each class and to bring the appropriate materials with you.

**WORKSHOPS:**

To obtain full credit for each writing project, you must participate in a writing workshop and come prepared to that workshop with a complete draft of the current project. Participation in a workshop will earn a minimum of 20 points.

**LATE PAPERS:**

Writing projects that are submitted late without acceptable excuse or advance permission are penalized in the following manner: at least one full grade will be deducted for each class period that the project is late.

**WRITING PROJECTS:**

All writing projects must be typed or word-processed. Please be aware of individual writing project formats. Some will require particular formats and single spacing. Review writing samples that are provided in both of the required textbooks. Also, include your name and course number/section in the top right corner of each writing project.

**WRITING PROJECT INFORMATION CONTINUED:**

Please submit the following items with each writing project:

1. final copy
2. peer review form
3. project draft(s)
4. any assigned pre-writing activities

Use a wing clip to fasten all of these items together when you submit each project.

**PLAGIARISM:**

Plagiarism will not be tolerated and will result in either an “F” on the paper or an “F” in the course. In your academic and professional career, you will often draw upon and incorporate work written by others. You will be expected to use outside sources in this course, but you are always required to give due credit to the person whose words, thoughts, ideas, or phrases you are using in your writing projects.

**STUDENT SUPPORT SERVICES:**

Visit the Writing Center in the Browning Learning Resource Center for tutoring assistance with any of your writing needs. Also, an Online Writing Lab (OWL) is available if you go to the Dixie State College home page and click on “Academics and Faculty.”

In addition, check out all the available library services by clicking on “Library” at the Dixie State College home page. We also will participate in a library instructional section to better acquaint you with the library services and how to effectively conduct research for any of the assigned writing projects.

**SYLLABUS SUPPLEMENT:**

If you are a student with a medical, psychological, or learning disability and would like accommodations, please contact the Disability Resource Center (652-7516) in room 201 of the Student Service Center. The Disability Resource Center will determine your eligibility for services based upon complete professional documentation. If you are deemed eligible, the Disability Resource Center will further evaluate the effectiveness of your accommodation requests and will authorize reasonable accommodations that are appropriate for your disability.

**PUBLIC NATURE OF WRITING:**

A peer or group of peers will review many of the writing projects you produce in this class. Also, excerpts from your work or complete projects may be used in class as examples. Writing selections or excerpts that are used will remain anonymous. If you don't want your work, or excerpts from it, displayed, you must provide me with a written statement expressing this idea.

**IMPORTANT DATES:**

August 22	Classes begin
August 24	Last day to add classes without instructor permit
September 4	Labor Day Holiday
September 5	\$50 late registration/payment fee
September 18	Last day for refund of tuition and fees
September 20	Last day to Add classes
September 27	Last day to Drop or Audit classes
October 2	Block courses begin
October 12/13	Semester Break
November 14	Career Day
November 17	Last day for complete withdrawal
November 22-24	Thanksgiving Break
December 8	Class work ends
December 11-15	Final Exams

**OFFICE HOURS:**

I will be available at the following times in my office (#233 in the McDonald Building):

Monday, Wednesday, and Friday: 9-10:00

Tuesday and Thursday: 2:30-3:30

And by appointment

Also, you may e-mail me with your comments and questions about the course and/or assignments at the following address: [albertin@dixie.edu](mailto:albertin@dixie.edu)

## English 3010 Objectives

### General Course Description:

English 3010

*Writing in the Professions*

This course is for students who have been accepted in a Dixie State College baccalaureate program. If enrollments permit, students who need business writing for transfer purposes and other interested students may also register for English 3010. Learning from business communication theory and practical application, students will be able to effectively recognize and model diverse professional writing styles by analyzing various business audiences, writing purposes and documents (including extensive formal research reports). Students will also learn about matters of business ethics, international business and the Internet's impact on business communication.

**Prerequisite:** ENGL 2010 or 2011 and acceptance into baccalaureate program or departmental consent. 3 lecture hours per week.

### Writing Objectives:

By the end of English 3010, students will have significantly improved their ability to do the following:

- clearly and critically write and analyze business documents
- write clear, active and direct sentences and paragraphs, with few errors

### Writing/Thinking Objectives:

By the end of English 3010, students will have significantly improved their ability to do the following:

- organize and focus thoughts for business documents
- focus and develop their own thoughts for extended business documents
- be more aware of (and sensitive to) professional audiences
- be more aware of (and sensitive to) international, professional audiences
- recognize and address thoughts contrary to their own
- recognize ethical dilemmas in business communication
- apply ethical models to analyze and begin solving ethical dilemmas

**Research Objectives:**

By the end of English 3010, students will have significantly improved their ability to do the following tasks:

- utilize a wide variety of research sources
- synthesize research with their own ideas and writing
- document research in long, formal reports
- utilize computer and the Internet to improve their writing and knowledge of business groups

**Student Writing Requirements:**

Students will typically generate several smaller to medium length assignments and at least one longer research text, totaling approximately 6,000 words (or 23-25 pages of writing).

## COURSE SCHEDULE

### WEEK ONE

(August 22)

#### **INTRODUCTION TO COURSE**

- Assignments: In SWW read pages 3-35 (Getting Started: Writing and Your Career). Also, check out pages 120-141 (Writing Memos, Faxes, and E-Mail).

(August 24)

#### **REVIEW COURSE SCHEDULE, INTRODUCE ARTICLE #1 (LINDA FLOWER'S ARTICLE), AND WRITE MEMO OF INTRODUCTION**

- Read selected article and complete writing activity based on the article.

### WEEK TWO

(August 29)

#### **AUDIENCE & PURPOSE ANALYSIS: DISCUSSION OF SELECTED ARTICLE, INTRODUCTION TO OCCUPATION ANALYSIS, AND PRE-WRITING WORKSHOP**

- Read in SWW 241-275 (How to Get a Job)
- Begin drafting Part 1 of Occupation Analysis.

(August 31)

#### **DISCUSS ARTICLE AND EVALUATE SAMPLE PORTIONS OF SOME OCCUPATION ANALYSES**

- Complete a draft of Part 1 for the Occupation Analysis.
- Also, read selected article and complete reader's response

### WEEK THREE

(September 5)

#### **CONTINUATION OF DISCUSSION FOR OCCUPATION ANALYSIS & PEER WORKSHOP—PART ONE; ALSO EVALUATE ANALYSIS SAMPLES FOR PROJECT ONE**

- Draft Part 2 of the Occupation Analysis.
- Read/check in SWW pages 629-638

(September 7)

#### **WORKSHOP FOR PART 2 OF THE OCCUPATION ANALYSIS; INTRODUCTION TO WRITING PROJECT TWO**

- Occupation analysis is due Tuesday, September 12.
- In SWW, check out pages 368-378 for APA documentation information.

**WEEK FOUR**  
**(September 12)**

**EVALUATE SAMPLE INTERVIEW  
PROJECTS**

- Continue with drafting of interview report.
- In SWW read pages 629-661 (Writing Effective Short Reports).

**(September 14)**

**RESEARCH ACTIVITY AND  
INTRODUCTION TO THE PRESS RELEASE  
PROJECT**

- Select pool of 5 varied, professional press releases.
- Draft of project two is due Thursday, September 21.
- In SWW read pages 368-378 (Doing Research) and 409-439 (Summarizing Material).
- Read selected article and complete reader's response activity.

**WEEK FIVE**  
**(September 19)**

**READ AND DISCUSS SAMPLE PRESS  
RELEASES; DISCUSS SELECTED ARTICLE**

- Draft analysis chart.
- Complete draft for the interview report.
- In SWW, check out pages 409-439; concentrate on pages 431-439 for press release information.

**(September 21)**

**WORKSHOP FOR INTERVIEW REPORT**

- Writing project two is due Tuesday, September 26.
- Bring analysis chart.

**WEEK SIX**  
**(September 26)**

**READ AND EVALUATE SAMPLE PRESS  
RELEASES AND COMPARISONS;  
MIDTERM ASSESSMENT**

- Draft part 1 of the press release project.

**(September 28)**

**BEGIN DISCUSSION OF COLLABORATIVE  
PROJECT**

- Bring draft of part 2 of the press release project.
- In SWW read 75-113 (Collaborative Writing and Meetings at Work).
- Read selected article and complete reader's response activity.

## **WEEK SEVEN**

**(October 3)**

### **WORKSHOP FOR PRESS RELEASE PROJECT; DISCUSS SELECTED ARTICLE**

- Press Release Project is due Tuesday, October 10.
- In SWW read 447-495 (Designing Visuals) and 555-586 (Writing Instructional Procedures).

**(October 5)**

### **CONTINUATION OF COLLABORATIVE WRITING PROJECT AND DOCUMENT DESIGN**

- Continue with assigned collaborative project tasks.

## **WEEK EIGHT**

**(October 10)**

### **CONTINUE WITH INDIVIDUAL TASKS TO COMPLETE THE COLLABORATIVE PROJECT**

- Assignments: Continue with assigned tasks.
- Collaborative project draft due date Tuesday, October 17.

**(October 12-13)**

### **FALL BREAK**

- Collaborative project draft is due Tuesday, October 17.

## **WEEK NINE**

**(October 17)**

### **WORKSHOP FOR COLLABORATIVE PROJECT**

- Assignments: The collaborative project is due Thursday, October 19. Also, submit your individual memo that evaluates the collaboration, your work log that calculates your time spent on the project, and your team rubric that evaluates the work contribution of each team member.
- In SWW read 589-623 (Writing Winning Proposals). Also, read selected article and answer guideline questions.

**(October 19)**

### **INTRODUCTION TO PROPOSALS AND LONG REPORT**

- Begin research for proposal and report.
- Check out sample proposal on pages 617-619.
- Read selected article and complete reader's response activity.

**WEEK TEN**

**(October 24)**

**READ AND EVALUATE PROPOSAL  
SAMPLES; DISCUSS SELECTED ARTICLE**

- This research proposal will be due on Tuesday, October 31.
- In SWW read 665-699 (Writing Careful Long Reports).

**(October 26)**

**PROPOSAL WORKSHOP**

- Proposal and annotated bibliography are due Tuesday, October 31.

**WEEK ELEVEN**

**(October 31)**

**OTHER REPORT CONSIDERATIONS**

- Assignment: Continue with required stages for the long report.

**(November 2)**

**PROGRESS MEMO**

- Progress memo is due Thursday, November 9.
- Check out sample progress e-mails/memos in SWW pages 640-642.

**WEEK TWELVE**

**(November 7)**

**PRESENTATION CONSIDERATIONS**

- In SWW read pages 701-721 (Making Successful Presentations at Work).

**(November 9)**

**PRESENTATION WORKSHOP**

- First draft of the long report is due Thursday, November 16.
- In SWW, check out pages 680-695 for a sample report.

**WEEK THIRTEEN**

**(November 14)**

**CAREER DAY**

- Complete the first draft of the long report.

**(November 16)**

**WORKSHOP FOR REPORT DRAFT**

**WEEK FOURTEEN**

**(November 21)**

**REPORT AND PRESENTATION WORK DAY**

**(November 22-24)**

**THANKSGIVING HOLIDAY**

**WEEK FIFTEEN**

**(November 28)**

**SECOND WORKSHOP FOR LONG REPORT**

**(November 30)**

**ORAL PRESENTATIONS**

- Continue to work on revising long report.

**WEEK SIXTEEN**

**(December 5)**

**ORAL PRESENTATIONS**

- Final copy of the long report is due on Thursday, December 7.

**(December 7)**

**ORAL PRESENTATIONS**

**WEEK SEVENTEEN**

**(December 12)**

**FINAL EXAM=12:30-2:30**