

# Syllabus for English 351

## Section 01

Dr. Lynn Ludwig

(Asynchronous Online)

**Course Purpose:** The overall purpose of this course is to help you improve your strategies and skills that will make you a more effective communicator in your professional career. By studying and producing the kinds of documents used on the job, you will develop the communication skills valued by employers.

When you leave this course, you should be:

- familiar with the conventions of typical written communications in business, government, and industry,
- competent in designing communications that are appropriate in format and that your peers, your instructor, and others find to be clear, complete, correct, and convincing,
- practiced in understanding voice and tone so you can make them more appropriate to a given task,
- confident in giving constructive criticism to other students and accept criticism from others; and,
- more aware of the importance of becoming an effective and professional communicator in today's changing workplace.

### Required Textbook

**Rental:** *Essentials of Business Communication*, 10<sup>th</sup> edition, by Mary Ellen Guffey & Dana Loewy.

Excellent writing requires work and practice, whether in college or on-the-job. I will evaluate your writing from the perspective of how well it would succeed in its goal within a professional setting, with the following guidelines showing how I will assess your work and the letter grade that goes with it:

#### A range

**Yes!** Your audience would be impressed and your supervisor would remember the work when considering a promotion for you. You took extra steps to be original or creative in developing content, or developing visual or verbal style.

#### B range

**Well, OK...** You got the job done and the document is complete content-wise, well-organized, and shows attention to style and visual design. Your supervisor would be satisfied with the job, but not impressed, and likely would have suggestions to revise and improve the document.

### C range

**Hmmm...** You finished the job and while it is complete, content-wise, and organized, your audience would have questions. Your supervisor would be disappointed and ask you to revise or rewrite sections before allowing others to see the work.

### D range

**Yikes!** The document is completed, but that's the best we can say. Your supervisor would be troubled by the poor quality of the work and would demand significant revision.

### F

**Uh-oh...** Your supervisor would start looking for someone to replace you (or you committed plagiarism).

**In addition to the grading synopsis above and the specific goals of each writing assignment, areas I will be evaluating in all of your work are as follows:**

- Reader awareness (audience)
- Goal of writing is clear (purpose)
- Language/jargon is tailored to audience/culture (context)
- Conciseness
- Use of appropriate business document format and layout (white space, block paragraphing, bullets, use of emphasis)
- Correctness of grammar, word choice, and punctuation
- Appropriate delivery mechanism (email, hard copy, etc.)

### University Resources

Take advantage of all the valuable resources at **Career**

**Services** (<http://www.uwsp.edu/career/> ([Links to an external site.](#))) (Old Main 134, x3226).

Students of all majors will benefit throughout their academic careers by using the **Tutoring-Learning Center (TLC)** (<http://www.uwsp.edu/tlc/> ([Links to an external site.](#))) (basement of the LRC, Room 018, x3568). Students (with formally diagnosed or informally suspected) learning differences may want to visit UWSP's **Disability & Assistive**

**Technology** Center (<http://www.uwsp.edu/special/disability/> ([Links to an external site.](#))) (LRC 609, x3365 or TTY / TTD x3362) to work with that office to develop a Request for Accommodations Form or a referral to Assistive Technology. As students of the UWSP community, academic concerns can be found at the following URL:

(<http://www.uwsp.edu/dos/Pages/Academic-Concerns%20for%20Students.aspx> ([Links to an external site.](#)))