ENC 3250—Professional Communication

Fall 2016
Section 1285

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T 2-3 R 3

Office Hours: TBA
And by appointment

Description (from the UF Catalog)

“Professional writing course relevant in business, industry, government and other institutional settings. Covers major elements of organizational communication with emphasis on composition of letters and memos, reports, proposals and manuals.”

Note: This course can provide 6000 words toward your fulfillment of the Writing Requirement, provided you earn a final grade of C or better.

Overview

This course gives you instruction and practice in professional communication. It identifies good prose style as the key element of such communication, across all forms and genres. It assumes that even though organizations and workplaces approach the various forms of professional communication differently, they all value clear writing that does not make simple issues complicated or complex issues simple.

You will write and revise two short documents every week, except for those weeks when we meet individually to evaluate your writing. We will spend class time doing the following:

• examining aspects of prose style
• reviewing samples of writing from the class and elsewhere
• brainstorming the information that will go into your documents
• discussing forms or genres of professional communication

Instead of the cases and scenarios that most professional communication courses use to generate writing topics, we will use episodes of the TV show, The Office (U.S. version).

Textbook and Other Materials

Style: The Basics of Clarity and Grace, 5th ed.
Joseph M. Williams and Joseph Bizup
ISBN: 9780321953308

The Office (U.S. version), available on Netflix.

Other materials will be available for free, either online or through Canvas.
Evaluation

This is not a content course. It does not impart knowledge specific to any of the “context models” identified in the English Department’s Academic Learning Compact. Because of this, I will not evaluate your writing according to SLO 1 ("Identify materials, terminologies, methodologies and theories within") or SLO 3 ("Evaluate cultural narratives and/or objects, employing methodologies and criteria appropriate to the context model[s].")

However, I will evaluate your writing according to SLO 2: “Communicate knowledge, ideas and reasoning effectively in written, oral or other forms appropriate to the context model[s].” In practical terms, here is how that breaks down:

- **A range**: Excellent command of the stylistic principles covered in the course. No proofreading errors or typographical errors.
- **B range**: Good command of the above. No proofreading or typographical errors.
- **C range**: Adequate or satisfactory command. Some errors.
- **D range**: Poor or inadequate command. Frequent errors.
- **E**: No work submitted, or off-topic work submitted.

Here is the point distribution for each assignment group and for the course. Please note that individual assignments are not evaluated. Instead, each assignment group (e.g., memos, reports, proposals) receives one overall evaluation:

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<th>Memos</th>
<th>Reports</th>
<th>Proposals</th>
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Policies and Stipulations

Attendance
You must come on time and prepared to class and to our individual meetings:

- after three absences, your final grade drops one full letter (e.g., B drops to C, B- drops to C-, and so on)
- if you are more than five minutes late to a class or conference, you are absent
- if you are unprepared for a class or a conference, you are absent.

Drafts First
I do not evaluate work that we have not discussed in draft form. Any such work will earn zero points.

Late Work
I don’t accept late work, so plan ahead for technical difficulties such as lack of internet, computer crises, and etc.

Academic Honesty and Definition of Plagiarism
All students must abide by the Student Conduct and Honor Code. For more information about academic honesty, including definitions of plagiarism and unauthorized collaboration, please visit this link.

You commit plagiarism when you present the ideas or words of someone else as your own. You commit plagiarism if you use any of the following without crediting the source:

- any part of another person’s essay, speech, or ideas
- any part of an article in a magazine, journal, newspaper, book, encyclopedia, web page, etc.
- any idea from another person or writer, even if you express that idea in your own words.

If you plagiarize a draft or final version of an essay, you will earn an E for the course, and I will report the incident to the Dean of Students for further action. Please visit this link for more details.

Course Grade Appeal
You may appeal your course grade by consulting Prof. John Cech, Associate Chair, Department of English.

Student Disabilities
The Disability Resource Center in the Dean of Students Office provides information and support regarding accommodations for students with disabilities. For more information, please visit this link.
Harassment

UF provides an educational and working environment that is free from sex discrimination and sexual harassment for its students, staff, and faculty. For more about UF policies regarding harassment of any kind, please visit this link.
Course Schedule

Week 2
Monday August 29  Video:  The Office, Season 1 Ep. 3 (“Health Care”)
Tuesday August 30  Class:  Introduce Memos
Thursday September 1  Class:  Discuss Characters and Actions
                        Canvas:  Submit draft of Memos 1 & 2 (11:59pm)

Week 3
Monday September 5  Video:  The Office, Season 2 Ep. 20 (“Drug Testing”)
                        Canvas:  Submit final Memos 1 & 2 (11:59pm)
Tuesday September 6  Class:  Review sample memos
                        Brainstorm for Memos 3 & 4
Thursday September 8  Class:  Discuss Cohesion and Coherence
                        Canvas:  Submit draft of Memos 3 & 4 (11:59pm)

Week 4
Monday September 12  Video:  The Office, Season 2 Ep. 21 (“Conflict Resolution”)
                        Canvas:  Submit final Memos 3 & 4 (11:59pm)
Tuesday September 13  Class:  Review sample memos
                        Brainstorm for Memos 5 & 6
Thursday September 15  Class:  Discuss Emphasis
                        Canvas:  Submit draft of Memos 5 & 6 (11:59pm)

Week 5
Monday September 19  Canvas:  Submit final Memos 5 & 6 (11:59pm)
No class all week. Individual evaluation meetings.

Week 6
Monday September 26  Video:  The Office, Season 3 Ep. 18 (“The Negotiation”)
Tuesday September 27  Class:  Introduce Reports
                        Brainstorm for Reports 1 & 2
Thursday September 29  Class:  Discuss Concision
                        Canvas:  Submit draft of Reports 1 & 2 (11:59pm)

Week 7
Monday October 3  Video:  The Office, Season 5 Ep. 3 (“Business Ethics”)
                        Canvas:  Submit final Reports 1 & 2 (11:59pm)
Tuesday October 4  Class:  Review sample reports
                        Brainstorm for Reports 3 & 4
Thursday October 6  Class:  Discuss Shape
                        Canvas:  Submit draft of Reports 3 & 4 (11:59pm)
Week 8
Monday October 10  Video:  *The Office, Season 5 Ep. 20 (“New Boss”)*
Canvas:  Submit final Reports 3 & 4 (11:59pm)
Tuesday October 11  Class:  Review sample reports
Brainstorm for Reports 5 & 6
Thursday October 12  Class:  Discuss *Shape*
Canvas:  Submit draft of Reports 5 & 6 (11:59pm)

Week 9
Monday October 17  Canvas:  Submit final Reports 5 & 6 (11:59pm)
*No class all week. Individual evaluation meetings.*

Week 10
Monday October 24  Video:  *The Office, Season 5 Ep. 10 (“The Surplus”)*
Tuesday October 25  Class:  Introduce Proposals
Brainstorm for Proposals 1 & 2
Thursday October 27  Class:  Discuss *Shape* (“Reshaping Sprawl,” pt. 1)
Canvas:  Submit draft of Proposals 1 & 2 (11:59pm)

Week 11
Monday October 31  Video:  *The Office, Season 5 Ep. 25 (“Broke”)*
Canvas:  Submit final Proposals 1 & 2 (11:59pm)
Tuesday November 1  Class:  Review sample proposals
Brainstorm for Proposals 3 & 4
Thursday November 3  Class:  Discuss *Shape* (“Reshaping Sprawl,” pt. 2)
Canvas:  Submit draft of Proposals 3 & 4 (11:59pm)

Week 12
Monday November 7  Video:  *The Office, Season 2 Ep. 15 (“Boys and Girls”)*
Canvas:  Submit final Proposals 3 & 4 (11:59pm)
Tuesday November 8  Class:  Review sample proposals
Brainstorm for Proposals 5 & 6
Thursday November 10  Class:  No class
Canvas:  Submit draft of Proposals 5 & 6 (11:59pm)

Week 13
Tuesday November 15  Canvas:  Submit final Proposals 5 & 6 (11:59pm)
*No class all week. Individual evaluation meetings.*

Week 14
*No class all week. Thanksgiving.*
Week 15
- Tuesday November 30: Class: Introduce Résumé & Cover Letter
- Thursday December 1: Class: Voluntary workshop for Résumé & Cover Letter
- Friday December 2: Canvas: Submit draft of Résumé & Cover Letter (voluntary)

Week 16
- Tuesday December 6: No class