

ENC 3250—Professional Communication

Fall 2016
Section 1285

Turlington 2306
T 2-3 R 3

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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.

Work

<i>Document</i>	<i>Word Count</i>	<i>Point Value</i>
Memos 1-6	2000	30
Reports 1-6	2000	30
Proposals 1-6	2000	40
Résumé & Cover Letter	variable	00
Total	6000	100

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:

	<i>Memos</i>	<i>Reports</i>	<i>Proposals</i>	<i>Total</i>
A	29-30	29-30	38-40	94-100
A-	27-28	27-28	36-37	90-93
B+	<i>na</i>	<i>na</i>	35	87-89
B	26	26	34	84-86
B-	24-25	24-25	32-33	80-83
C+	23	23	31	77-79
C	22	22	30	74-76
C-	21	21	28-29	70-73
D+	20	20	27	67-69
D	<i>na</i>	<i>na</i>	26	64-66
D-	18-19	18-19	24-25	60-63
E	0	0	0	0-59

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:	<i>The Office</i> , Season 1 Ep. 3 (“Health Care”)
Tuesday August 30	Class:	Introduce Memos Brainstorm for Memos 1 & 2
Thursday September 1	Class:	Discuss <i>Characters</i> and <i>Actions</i>
	Canvas:	Submit draft of Memos 1 & 2 (11:59pm)

Week 3

Monday September 5	Video:	<i>The Office</i> , 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 <i>Cohesion</i> and <i>Coherence</i>
	Canvas:	Submit draft of Memos 3 & 4 (11:59pm)

Week 4

Monday September 12	Video:	<i>The Office</i> , 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 <i>Emphasis</i>
	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:	<i>The Office</i> , Season 3 Ep. 18 (“The Negotiation”)
Tuesday September 27	Class:	Introduce Reports Brainstorm for Reports 1 & 2
Thursday September 29	Class:	Discuss <i>Concision</i>
	Canvas:	Submit draft of Reports 1 & 2 (11:59pm)

Week 7

Monday October 3	Video:	<i>The Office</i> , 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 <i>Shape</i>
	Canvas:	Submit draft of Reports 3 & 4 (11:59pm)

Week 8

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

Week 11

Monday October 31	Video:	<i>The Office</i> , 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 <i>Shape</i> (“Reshaping Sprawl,” pt. 2)
	Canvas:	Submit draft of Proposals 3 & 4 (11:59pm)

Week 12

Monday November 7	Video:	<i>The Office</i> , 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
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