

# ENC 2210

## Technical Writing

**Instructor:** Luke Rodewald ([lrodewald@ufl.edu](mailto:lrodewald@ufl.edu))

**Section:** 35F2 / 13006

**Class Times:**

- Asynchronous Online (100%)

**Office Hours:** Thursday 2:00—4:00 (Turlington Hall 4008 and via Zoom)

### Course Description

ENC 2210 (Technical Writing) is an introduction to technical and professional writing in common workplace environments. This course presents you with practical information about and practice in communicating within different kinds of professional/technical discourse communities. Throughout the semester, you will produce and analyze common technical writing genres, including emails, letters, resumes, memos, reports, proposals, technical descriptions, definitions, instructions, proposals, and reports.

We will work toward understanding how to analyze and react to the rhetorical situations each genre and writing situation presents, including issues of audience, organization, visual design, style, and the material production of documents. In addition, the course will help you navigate the challenges of setting career goals, determining priorities, as well as develop problem solving skills that are needed in today's technologically driven workplace.

### What's Inside?

- 2.....Course Objectives
- 2.....Materials Needed
- 2.....Statement of Support
- 3.....Office Hours
- 3.....Major Assignments
- 4.....Grading & Evaluation
- 5.....Course Policies
- 6.....Course Schedule

### Course Objectives

#### General Education Objectives

- This course confers General Education credit for Composition (C), and also fulfills 6,000 of the university's 24,000-word writing requirement (WR).
- Composition courses provide instruction in the methods and conventions of standard written English (grammar, punctuation, usage), as well as the techniques that produce effective texts. Composition courses are writing intensive.
- Course content includes multiple forms of effective writing, different writing styles, approaches and formats, and methods to adapt writing to different audiences, purposes, and contexts.
- The University Writing Requirement (WR) ensures students both maintain their fluency in writing and use writing as a tool to facilitate learning. To receive Writing Requirement credit, a student must receive a grade of C or higher and a satisfactory completion of the writing component of the course. This also means that written assignments must meet minimum word requirements totaling 6000 words.

#### General Education Learning Outcomes:

- At the end of this course, you will be expected to have achieved the following learning outcomes in content, communication, and critical thinking:
  - Content: demonstrated competence in the terminology, concepts, theories, and methodologies used within the academic discipline.
  - Communication: communicated knowledge, ideas, and reasoning clearly and effectively in written and oral forms appropriate to the discipline.
  - Critical Thinking: analyzed information carefully and logically from multiple perspectives, used discipline-specific methods, and developed reasoned solutions to problems.

## Additional Objectives

- By the end of the course, you will be able to:
  - Identify and understand the facets and functions of the primary genres of technical writing, including letters, memos, emails, résumés, reports, proposals, technical descriptions, technical definitions, technical instructions, and reports.
  - Produce professional caliber technical documents, such as those listed above.
  - Analyze and adapt to the constraints of specific rhetorical situations, including audiences, purposes, and uses.
  - Develop strategies for addressing multiple audiences in any given technical document, including accommodations for expert and lay audiences.
  - Write documents that are accessible and reader-centered.
  - Strategically orchestrate elements of document design and layout, including type, spacing, color, and medium.
  - Integrate tables, figures, and other images into documents as necessary.
  - Refine writing style for clarity, concision, coherence, cohesion, and emphasis.
  - Critique and revise your own documents to ensure that they fulfill their purposes.
  - Work with peers in order to provide written and oral feedback to one another.

## Materials Needed

- *Technical Communication* by Mike Markel and Stuart Selber. 13<sup>th</sup> Edition. 2021.
  - ISBN:9781319307691
  - You may purchase either the electronic or hard-copy edition of the text.
- A curious mind.

## Statement of Support

I am aware that COVID-19 continues to impact our daily lives and remains an incredibly real threat. You should observe all university-recommended protocols for health and safety throughout this semester, even if you plan on attending courses online (such as this one). That being said, if you experience **any** hardships because of the pandemic—or anything related to it—please contact me as soon as possible so that I can make any necessary arrangements contingent on your circumstances. The fact remains: we are still in unprecedented, tumultuous times and my goal is to be as flexible and understanding as possible, given the circumstances.

## Communication and Office Hours

The best way to get ahold of me is via Canvas messenger. I'll reply to any questions or concerns within 24 hours (scout's honor!). Likewise, it is absolutely critical that you actively monitor your inbox and our course website for changes or news from me. I'll be holding regular, virtual office hours this semester on Thursday (2:00-4:00 PM), but I am also extremely flexible to meet outside of this set time. Just let me know when you'd like to talk—I'll make it happen.

## Major Course Assignments and Grade Categories

Your final grade for this course is composed of the following major assignments and evaluative categories, all of which will be detailed at length as they arrive in class.

Introductory E-Mail (250 words)	25 points (2.5%)
Letter (300 words)	50 points (5%)
Memo (500 words)	50 points (5%)

Resume (300 words)	150 points (15%)
Application Letter / Admissions Essay (500 words)	50 points (5%)
Technical Definition (500 words)	50 points (5%)
Technical Instructions (1000 words, plus video)	150 points (15%)
Proposal (750 words)	100 points (10%)
Progress Report (500 words)	50 points (5%)
Recommendation Report (1500 words)	200 points (20%)
Visual / Oral Presentation	100 points (10%)
Minor Assignments and Quizzes	25 points (2.5)

### Grading and Evaluation

Earning A's and B's at this level requires strong, consistent effort. An online learning environment, especially an asynchronous one such as this, further necessitates the need for consistency and ongoing engagement. Your assignments will include specific evaluation criteria, and I will provide detailed feedback on your work that illuminates progress, achievement, and areas for revision. In the past, students who have received A's put significant time and effort into this course right from the start and simply kept at it. Be realistic in your expectations about grades; start assignments early and work steadily to avoid last-minute rushing.

This course confers General Education credit for either Composition (C) and also fulfills 6,000 of the university's 24,000-word writing requirement (WR). To satisfy this requirement, every major project's word count must be fulfilled in your assignment's final copy. Submitted assignments that fail to reach the minimum word count will receive a score of zero.

A 90-100	The qualities of a B project, <u>plus imagination, originality, and engaging expression</u> . The work exhibits depth of thought, command of language, and a keen eye for communicating through the selected medium.
B 80-90	A sufficient, thorough execution of the assignment's objectives. The work demonstrates coherent organization, ample supporting details, and a clear expression of ideas.
C 70-80	A satisfactory fulfillment of the assignment's objectives, with baseline organization and style. A "C" means your work met the demands of the assignment in a minimally acceptable way.
D 60-70	The presence of a significant defect in context, substance, organization, style, or delivery in a lackluster paper; the project demonstrates an inadequate treatment of the assignment.
F 0-59	Inadequate coverage of essential points; uncertain or misguided purpose; poor organization; ineffective and inconsistent expression; significant defects in standard usage.

Note: you must also pass this course with a "C" or better to satisfy the General Education requirement for Composition and to receive the 6,000-word University Writing Requirement credit. A grade of "C-" will not confer credit for the University Writing Requirement or the CLAS Composition Requirement.

### Attendance

This a fully asynchronous, online course. As such, there is **no** official attendance policy. That being said, you are required to complete all tasks by their listed due dates as they appear on Canvas.

### Academic Honesty and Integrity

Plagiarism is a serious violation of the UF Student Honor Code. Detecting it is often fairly easy—all of your major assignments are sent into a copyright analysis system—and once found, violations are automatically reported to the Academic Dean. UF’s Honor Code prohibits plagiarism and defines it as follows:

“A student shall not represent as the student’s own work all or any portion of the work of another. Plagiarism includes but is not limited to 1. Stealing, misquoting, insufficiently paraphrasing, or patchwriting. 2. Self-plagiarism, which is the reuse of the student’s own submitted work, or the simultaneous submission of the student’s own work, without the full and clear acknowledgment and permission of the faculty to whom it is submitted. 3. Submitting materials from any source without proper attribution.”

You are responsible for reading, understanding, and abiding by the entire Student Conduct & Honor Code, found here: <https://sccr.dso.ufl.edu/students/student-conduct-code/>. Understanding what falls under the category of plagiarism and academic dishonesty will help prevent you from committing these acts inadvertently—and will also strengthen your own writing! “I didn’t know!” is not an excuse, and will not be counted as one, so ask if you’re unsure.

### **Diversity Affirmation**

The University of Florida does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran. Effective learning environments value and support diversity, and free, open discussion is a hallmark of a functioning democratic society.

### **Disability Affirmation**

The University of Florida complies with the Americans with Disabilities Act. Those requesting accommodation should contact the Disability Resource Center: **001 Reid Hall**. That office will provide documentation to you and then you provide this to me. For more information, see: <https://disability.ufl.edu/>.

### **Sexual Harassment Policy**

The University of Florida is committed to providing a safe educational, working, and residential environment that is free from sexual harassment or misconduct directed towards any and all members of the community. For more information, see: <https://titleix.ufl.edu/about/title-ix-rights/>.

### **Grade Appeals**

Students may appeal a final grade by filling out a form available from Carla Blount ([cblount@ufl.edu](mailto:cblount@ufl.edu)), Program Assistant, in the Department office (4008 Turlington). Grade appeals may result in a higher, unchanged, or lower final grade.

### **Course Evaluations**

You’ll have the opportunity to provide feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. You will be notified when the evaluation period opens, and can complete evaluations through the email you receive from GatorEvals, in your Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>.

### **Physical and Mental Health Resources**

For guidance during distressing situations, please contact U Matter We Care or the Dean of Students Office. They can help you navigate resources and academic procedures for personal, medical, and academic issues.

- U Matter We Care: <http://umatter.ufl.edu>, [umatter@ufl.edu](mailto:umatter@ufl.edu), (352) 294-2273
- Dean of Students: <https://dso.ufl.edu>, 202 Peabody Hall, (352) 392-1261
- Counseling Center: <https://counseling.ufl.edu>, 3190 Radio Road, (352) 392-1575
- Field and Fork Pantry: <https://fieldandfork.ufl.edu>, 564 Newell Drive, (352) 294-3601
- Student Health Care Center: <http://shcc.ufl.edu>, multiple locations, (352) 392-116

## Technical Writing

### Course Schedule

The schedule below is subject to change and may not necessarily reflect all smaller assignments and minor readings. Our Canvas site will be the most accessible, up-to-date site of all resources, texts, due dates, assignments, and course information. Make it a habit to frequently check it along with your e-mail in-box for updates from me as they become available.

Almost every week includes readings from your required textbook, **Technical Communication (13<sup>th</sup> Edition) by Mike Markel and Stuart Selber**. It’s abbreviated as “*TC*” in the calendar below. Some weeks will also feature chapters from **Technical Writing by Gross et. al**. These chapters will be posted to Canvas and are abbreviated as “*TW*.”

Periodically, there will be quizzes and/or small assignments linked to some of these readings and major assignments—these are not all listed here below. There may also be occasional video lectures from me or additional videos and resources to view.

Each week, **all content and required assignments** will be posted to our Canvas page **by Monday morning at 9:00 AM (EST)**.

**All work** (quizzes, minor assignments, and major assignments) **is to be completed by the week’s Friday night at 11:59 PM, unless otherwise noted.**

Week	Readings and Topics	Major Assignments
1 (1/5—1/7)	<p><b>Course Introduction</b></p> <ul style="list-style-type: none"> <li>• <i>TC</i> Chapter 1 (Introduction to Technical Communication) (pp. 2-16)</li> <li>• <i>TC</i> Chapter 14 (Corresponding in Print and Online) (pp. 389-391 — “Emails”)</li> <li>• <i>TW</i> Chapter 1 (Professional Communications) (pp. 7-15 on Canvas)</li> <li>• Video: “Meet Technical Writers at Google” (on Canvas)</li> </ul>	Email (250 words) to Instructor due by 1/7 at 11:59 PM.
2 (1/10—1/14)	<p><b>Analyzing Audiences</b></p> <ul style="list-style-type: none"> <li>• <i>TC</i> Chapter 2 (Understanding Ethical and Legal Considerations) (pp. 17-37)</li> <li>• <i>TW</i> Chapter 2 (Audience Analysis) (pp. 21-28 on Canvas)</li> </ul>	Audience Transformation assignment due by 1/14 at 11:59 PM.

	<ul style="list-style-type: none"> <li>• <i>TC</i> Chapter (Analyzing Your Audience and Purpose) (pp. 89-118)</li> </ul>	
3 (1/18—1/21)	<b>Researching</b> <ul style="list-style-type: none"> <li>• <i>TW</i> Chapter 4 (Information Literacy) (pp. 39-56 on Canvas)</li> <li>• <i>TC</i> (Researching Your Subject) (pp. 121-149)</li> </ul>	
4 (1/24—1/28)	<b>Memos and Correspondence</b> <ul style="list-style-type: none"> <li>• <i>TC</i> Chapter 14 (Corresponding in Print and Online) (pp. 372—388)</li> </ul>	<p>Letter (300 words) due by 1/28 at 11:59 PM.</p> <p>Memo (500 words) due by 1/28 at 11:59 PM.</p>
5 (1/31—2/4)	<b>Resumes</b> <ul style="list-style-type: none"> <li>• <i>TC</i> Chapter 15 (Applying for a Job) (pp. 399-426)</li> </ul>	Resume due by 2/4 at 11:59 PM.
6 (2/7—2/11)	<b>Letters and Essays</b> <ul style="list-style-type: none"> <li>• <i>TC</i> Chapter 15 (Applying for a Job) (pp. 428)</li> <li>• Example letters and admissions essays.</li> </ul>	Letter (500 words) due by 2/11 at 11: 59 PM.
7 (2/14—2/18)	<b>Definitions</b> <ul style="list-style-type: none"> <li>• <i>TC</i> Chapter 20 (Writing Definitions, Descriptions, and Instructions) (pp. 550-591)</li> </ul>	Technical Definition (500 words) due by 2/18 by 11:59 PM.
8 (2/21—2/25)	<b>Design and Graphics</b> <ul style="list-style-type: none"> <li>• <i>TC</i> Chapter 11 (Designing Print and Online Documents) (pp. 254-299)</li> <li>• <i>TC</i> Chapter 12 (Creating Graphics) (pp. 300-344)</li> <li>• <i>TW</i> Chapter 8 (Creating and Integrating Graphics) (pp. 83-95 on Canvas)</li> </ul>	
9 (2/28—3/4)	<b>Instructions</b> <ul style="list-style-type: none"> <li>• There are no readings this week. Rather, there will be small assignments and benchmarks created to help you generate your final written and video instructions.</li> </ul>	Technical Instructions (written and video) due by 3/4 at 11:59 PM.
10 (3/7—3/11)	<b>Spring Break</b> <ul style="list-style-type: none"> <li>• No readings or coursework.</li> </ul>	
11 (3/14-3/18)	<b>Proposals (Part I)</b> <ul style="list-style-type: none"> <li>• <i>TC</i> Chapter 16 (Writing Proposals) (pp. 436-460)</li> <li>• <i>TW</i> Chapter 3 (Proposals) (pp. 29-37 on Canvas)</li> </ul>	
12 (3/21-3/25)	<b>Proposals (Part II)</b> <ul style="list-style-type: none"> <li>• There are no readings this week. Rather, there will be small assignments and benchmarks created to help you generate your final proposal.</li> </ul>	Proposal (750 words) due by 3/25 at 11:59 PM.
13 (3/28—4/1)	<b>Informational Reports</b> <ul style="list-style-type: none"> <li>• <i>TC</i> Chapter 17 (Writing Informational Reports) (pp. 462-483)</li> </ul>	Progress Report (500 words) due by 4/1 at 11:59 PM.
14 (4/4—4/8)	<b>Recommendation Reports (Part I)</b> <ul style="list-style-type: none"> <li>• <i>TC</i> Chapter 18 (Writing Recommendation Reports) (pp. 485—529)</li> </ul>	

	<ul style="list-style-type: none"> <li>• <i>TW</i> Chapter 10 (Technical Reports) (pp. 107-126 on Canvas)</li> </ul>	
15 (4/11—4/15)	<b>Recommendation Reports (Part II)</b> <ul style="list-style-type: none"> <li>• There are no readings this week. Rather, there will be small assignments and benchmarks created to help you generate your final report.</li> </ul>	Recommendation Report (1500 words) due by 4/15 at 11:59 PM.
16 (4/18—4/28)	<b>Presentations</b> <ul style="list-style-type: none"> <li>• <i>TC</i> Chapter (Making Oral Presentations) (pp. 593-622)</li> </ul>	Oral / Visual Presentation due by 4/28 at 11:59 PM.