



## SCHOOL OF LINGUISTICS AND APPLIED LANGUAGE STUDIES

### Writing Programme WRIT 202: Writing For Business

#### Trimester 3

14 November 2011 to 25 February 2012

Teaching dates: 28 November 2011 to 30 January 2012

Mid-trimester break: 19 December 2011 to 8 January 2012

WRIT 202 has no examination.

#### Withdrawal dates

Information on withdrawals and refunds may be found at

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

#### Course Coordinator

Dr Derek Wallace

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Office Hours: tba

#### Course Administrator

Vivien.Trott Tel: 463 5894, Fax: 463 5604, [Vivien.Trott@vuw.ac.nz](mailto:Vivien.Trott@vuw.ac.nz)

#### Class times and locations

Workshop CRN 11062: Mondays and Wednesdays 2-5 in Murphy 107 or 108 (tba)

Workshop CRN 15447: Tuesdays and Thursdays 2-5 in Murphy 107 or 108 (tba)

Workshop CRN 19728: Mondays and Wednesdays 2-5 in Murphy 402

Note: Students in classes that meet on Mondays will have a final class on Monday 30 January to replace Monday 23 January which is a holiday.

#### Course delivery

WRIT 202 has writing workshops. Students are expected to participate in class discussions, practical writing activities and analyses of texts.

#### Communication of additional information

Additional information will be communicated through e-mail and Blackboard,

[www.blackboard.vuw.ac.nz](http://www.blackboard.vuw.ac.nz)

#### Course Prescription

WRIT 202 focuses on the thought processes and writing skills needed to produce high-impact, quality documents in the business, government and corporate world. The course provides practical training in areas of writing that will assist you as a student of management, business or marketing, and as a working professional from any disciplinary background. We will look at the planning and composing of such documents as investigative reports, proposals, public relations documents, advertising and web site design

### **Course content**

The course covers the writing styles and document formats currently used in international business contexts. Through guided and regular practice, it will assist you to communicate effectively in different written formats, in a variety of professional contexts, and using different styles. In particular, the course encompasses the following themes:

- Analysis of the requirements for successful communication at management level
- Consideration of the role of writing within the context of professional communication
- Description and analysis of the different document types used in contemporary business contexts
- Practical training in writing an effective document, from sentence structure and style, to formatting and design
- Demonstration of the processes and conventions for planning, researching and writing proposals, investigative reports and business feature articles

### **Learning objectives**

By the end of the course, you should be able to:

- Compose confidently documents to inform, analyse and persuade
- Apply skills of logical and critical analysis in your reading and writing of a variety of texts
- Select, analyse, and synthesise reliable sources to meet task requirements
- Understand the differences between print and digital media and make informed decisions on their use
- Communicate effectively technical knowledge to non-specialist readers

**A detailed course schedule will be distributed separately in class.**

### **Expected workload**

The expected workload for a 20 point course is 200 hours spread over the trimester, including the mid trimester break.

### **Readings**

#### **Essential texts:**

Marsen, S. (2007). *Professional writing: The complete guide for business, industry and IT*, 2<sup>nd</sup> edition Basingstoke: Palgrave.

The book also has a website, available

at <http://www.palgrave.com/studyskills/marsen/students.aspx>

All textbooks and student notes for Trimester 3 will be available from vicbooks on Level 4, Student Union Building. Customers can order textbooks and student notes online at [www.vicbooks.co.nz](http://www.vicbooks.co.nz) or can email an order or enquiry to [enquiries@vicbooks.co.nz](mailto:enquiries@vicbooks.co.nz). Books can be couriered to customers or they can be picked up from nominated collection points at each campus. Customers will be contacted when they are available.

Opening hours are 8.00 am – 6.00 pm, Monday – Friday during term time (closing at 5.00 pm in the holidays). Phone: 463 5515.

Other reading material will be distributed in class.

### **Materials and equipment**

#### **Required:**

1. Writing material, such as a writing pad, a pen and a pencil (for editing activities)
2. A folder to keep handout material

#### **Optional:**

A laptop computer for taking notes and recording information

### **Supplementary Reading**

Bazerman, Charles and Paradis, John (Eds) (1991) *Textual dynamics of the professions*. Madison, Wis.: University of Wisconsin Press.

Peeples, T. (2003) *Professional writing and rhetoric: Readings from the field*. New York: Longman.

Alred, G. J., Brusaw, C. T. and Oliu, W. E. (2000) *The business writer's handbook*. 6<sup>th</sup> ed. New York: St Martin's press.

Bargiela-Chiappini, F. and Nickerson, C. (Eds). (1999) *Writing business: Genres, media and discourses*. London: Longman.

Dias, P. et al. (1999) *Worlds apart: Acting and writing in academic and workplace contexts*. Mahwah, NJ: Lawrence Erlbaum.

Dwyer, J. (1997) *The business communication handbook*, 4<sup>th</sup> ed. Sydney: Prentice- Hall.

Finkelstein, L. Jr. (2000) *Pocket book of technical writing for engineers and scientists*. New York: McGraw Hill.

Flower, L. and Ackerman J. (1994) *Writers at work: Strategies for communicating in business and professional settings*. Fort Worth, TX: Harcourt Brace.

Garrison, B. (2004) *Professional feature writing*, 4<sup>th</sup> ed. Mahwah: Lawrence Erlbaum.

Harty, K. J. (Ed.) (1999) *Strategies for business and technical writing*, 4<sup>th</sup> ed. New York: Allyn and Bacon.

Johnson-Sheenan, R. (2002) *Writing proposals: Rhetoric for managing change*. New York: Longman.

Jones, D. (1999) *The technical communicator's handbook*. New York: Allyn and Bacon.

Kirkman, J. (1992) *Good style: writing for science and technology*. London: Spon.

Kolin, P. C. (1998) *Successful writing at work*, 5<sup>th</sup> ed. Boston: Houghton Mifflin.

Kostelnick, C. & Roberts, D. D. (1998) *Designing visual language: Strategies for professional communicators*. New York: Allyn and Bacon.

Lannon, J. (2006) *Technical Communication*. 10<sup>th</sup> ed. Boston, MA: Addison-Wesley.

Long, K. (2003). *Writing in bullets: The new rules for maximum business communication*. Philadelphia: The Running Press.

Rodman, L. (1996) *Technical communication* (2nd Ed), Toronto: Harcourt Brace.

Roush, C. (2004) *Show me the money: Writing business and economics stories for mass communication*. Hillsdale: Lawrence Erlbaum.

Rude, C. (1998) *Technical editing*, 2<sup>nd</sup> ed. New York: Allyn and Bacon.

Sides, C. H. (1999) *How to write and present technical information*, 3<sup>rd</sup> ed. Phoenix: Oryx Press.

Van Alstyne, J. S. and Tritt, M. D. (2001) *Professional and technical writing strategies: Communicating in technology and science*. 5<sup>th</sup> ed. New York: Prentice-Hall.

Woolever, K., Trzyna, T. N. and Batschiet, M. (1999) *Writing for the technical professions*. Boston, MA: Addison-Wesley.

### **Assessment requirements**

The assessment in WRIT 202 consists of three assignments, and one in-class test.

#### **Assignment One: Feature Article**

This assesses your ability to adopt a writing style suitable for journalistic formats and to communicate technical knowledge to non-specialist readers.

Deadline: 16 December

Credit: 20%

Length: 1,000-1,200 words

#### **Assignment Two: Proposal**

This assesses your ability to analyse a problem logically and persuasively.

Deadline: 9/10 January

Credit: 20%

Length: 1,000- 1,200 words

#### **Assignment Three: Investigative Report**

This assesses your ability to select, analyse and synthesise sources of information, composing a clear and coherent document appropriate for management communication. It is divided into two parts, a report outline and the final document

Deadline: 16/17 January (outline), 30 January (final)

Credit: 10% (outline), 30% (final)

Length: about 300 words (outline), about 2,500 (final)

#### **In-Class Test**

This assesses your overall comprehension of the course content.

Week beginning 25/26 January

Credit: 20%

**More information on assignments, such as marking criteria, submission guidelines and suggested topics, will be handed out in the first class.**

### **Victoria University Grades**

Marks	85+	80-84	75-79	70-74	65-69	60-64	55-59	50-54	40-49	<40
Grades	A+	A	A-	B+	B	B-	C+	C	D	E

## Explanation of the Grading Scale for WRIT 202

### A – Very Good to Superior

- Meets or exceeds all the objectives of the assignment.
- Content is sophisticated, thorough, and well suited for the audience; original, substantive, persuasive; ambitious in its goals, presents complex ideas in an interesting manner.
- Style is clear, accurate, concise and forceful.
- Organisation and format make the information accessible, and attractive.
- Mechanics and grammar are correct.

### B – Competent to Good

- Meets the objectives of the assignment, but may need improvement on style or organisation.
- Is generally well written but may contain minor errors or inconsistencies in grammar, format, or content.
- Content is well expressed but not fully developed. No major flaws.
- May be well organised and clearly written, but reasoning may be routine or self-evident, or the information may be inadequate for the intended audience.

### C – Acceptable

- Misses some important objectives.
- Needs significant improvement in concept, detail, development, organisation, grammar, or format.
- May be formally correct but superficial in content, or may be adequate in content but contain numerous or major grammatical and stylistic errors.
- Fulfils basic requirements but offers little of genuine importance; lacks in intellectual content beyond opinion or description.

### Fail Grades (D – E) - Unacceptable

- Misses most or all objectives.
- Has scant information, does something other than the assignment requires, or contains several major errors.
- Contains seriously inappropriate style or content for the intended audience.
- Assignment has been penalized for unacceptably late submission, or for plagiarized content.

### Penalties

Assignments submitted late without permission are penalised by 2% per late day, including weekends. An assignment that is more than two weeks late will be refused a grade.

### Mandatory course requirements

In order to meet the mandatory course requirements, you **must** meet these conditions:

1. Complete all assignments by their due dates (unless you have formal permission from your instructor to submit late)
2. Attain a passing grade for **each** assignment (50%)
3. Participate in class activities and complete all the tasks that are assigned as preparation for the following class.

## **Attendance**

Attendance at all workshops is expected. WRIT 202 is not an information-based course that allows you to catch up through borrowing of notes or obtaining lecture handouts, etc. It is a course that revolves around activities carried out in a small cooperative class, and therefore non-attendance is disruptive for everybody as well as discourteous.

## **Class Representative**

A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

## **Academic Integrity and Plagiarism**

Academic integrity means that university staff and students, in their teaching and learning are expected to treat others honestly, fairly and with respect at all times. It is not acceptable to mistreat academic, intellectual or creative work that has been done by other people by representing it as your own original work.

Academic integrity is important because it is the core value on which the University's learning, teaching and research activities are based. Victoria University's reputation for academic integrity adds value to your qualification.

The University defines plagiarism as presenting someone else's work as if it were your own, whether you mean to or not. 'Someone else's work' means anything that is not your own idea. Even if it is presented in your own style, you must acknowledge your sources fully and appropriately. This includes:

- Material from books, journals or any other printed source
- The work of other students or staff
- Information from the internet
- Software programs and other electronic material
- Designs and ideas
- The organisation or structuring of any such material

Find out more about plagiarism, how to avoid it and penalties, on the University's website: <http://www.victoria.ac.nz/home/study/plagiarism.aspx>

## **WHERE TO FIND MORE DETAILED INFORMATION**

Find key dates, explanations of grades and other useful information at [www.victoria.ac.nz/home/study](http://www.victoria.ac.nz/home/study). Find out how academic progress is monitored and how enrolment can be restricted at [www.victoria.ac.nz/home/study/academic-progress](http://www.victoria.ac.nz/home/study/academic-progress). Most statutes and policies are available at [www.victoria.ac.nz/home/about/policy](http://www.victoria.ac.nz/home/about/policy), except qualification statutes, which are available via the *Calendar* webpage at [www.victoria.ac.nz/home/study/calendar.aspx](http://www.victoria.ac.nz/home/study/calendar.aspx) (See Section C).

Other useful information for students may be found at the website of the Assistant Vice-Chancellor (Academic), at [www.victoria.ac.nz/home/about\\_victoria/avcacademic](http://www.victoria.ac.nz/home/about_victoria/avcacademic).