

MEDAILLE COLLEGE
Agassiz Circle
Buffalo, NY 14214

COURSE OUTLINE

Program: English

Course Number: ENG 360

Course Title: Advanced Report and Proposal Writing

Number of Credits: 3

Prerequisites: ENG 200

A. Catalog Description of Course

This course teaches advanced critical thinking and writing skills for application in various academic disciplines and professional contexts. Students also learn how most effectively to produce professional and academic discipline specific texts that are print-ready, coherent, and cohesive. Students produce a portfolio in both print and web-based media that will include an advanced research report and a proposal.

B. Goals

- To become familiar with the basic genres of professional and academic writing with an understanding of the major similarities and difference among them;
- To become familiar with resources in various fields of professional and academic writing;
- To understand how to use various kinds of claims and evidence to build different kinds of professional and academic discipline specific arguments;
- To develop the ability to analyze audience, purpose, and style, and apply such analysis to produce clear, coherent, and cohesive professional-quality documents;
- To be able to write a successful proposal;
- To become familiar with web-based media and resources to produce and print professional-quality publications and confident oral presentations;
- To understand the dynamics of teamwork;
- To consider the impact of multiple and diverse perspectives and audiences to produce professional and academic writing assignments.

C. Objectives

Students will be able to:

- Employ the basic genres of professional and academic writing with an understanding of the major similarities and difference among them;
- Access and know how to use the research tools available to professional and academic writers;
- Develop an argument that utilizes evidence and conventions specific to a particular professional context and academic discipline;

- Identify and apply rhetorical strategies, critical thinking, and problem solving skills in specific writing situations to produce coherent and cohesive documents;
- Analyze audience and obtain necessary information about an RFP to write a successful grant application;
- Use web-based media and other electronic tools to produce and print web-based publications and confident oral presentations;
- Work effectively in groups to delegate responsibility and meet deadlines for production of professional and academic documents;
- Utilize multiple and diverse perspectives, and the concerns of various audiences, to produce professional-quality texts.

D. Outline of Course Content

1. Rhetorical principles of purpose and audience, genres and style
2. Kinds of claims, how to make them, and what kinds of evidence to use
3. Sharing information professionally (visual formats and design)
6. Case study method, professional and academic problem solving
 - short report
 - cover memo/letter with executive summary
7. Research report
 - analyzing research: information content, validity, credibility of source
 - making claims and providing appropriate evidence
 - format, headings, and organization
8. Grammar/usage review, copy editing, and revision
9. Grant proposal assignment
 - audience and purpose
 - research skills
 - what kinds of evidence to use
10. Web page or power point creation and rhetorical analysis of web documents
11. Oral presentations

E. Suggested Texts

Paul V. Anderson, Technical Communication: A Reader-Centered Approach (5th ed.), Harcourt Brace, 1999.

Pagel, Larry G. Proofreading & Editing Precision (5th ed.). Thompson/Southwestern, 2006.

Williams, Joseph M. Style: 10 Lessons in Clarity and Grace (7th ed.). Longman, 2003.

Materials on hard copy and e-reserve through the Medaille library

F Suggested Modes, Media, and Techniques of Instruction

Lecture and large and small group peer interaction and review; daily writing work in the computer lab; production and analysis of web-based documents; power point and other oral presentations.

G. Instructor References

- Adamy, David L. Preparing and Delivering Effective Technical Presentations. Artech, 1987.
- Andrews, Deborah C. Technical Communications in the Global Community. Prentice, 2000.
- Associated Press Stylebook and Libel Manual. Most recent edition.
- Beene, Lynn Dianne. Solving Problems in Technical Writing. Oxford, 1988.
- Boiarsky, Carolyn R. Technical Writing: Contexts, Audience, and Communities. Allyn and Bacon, 1992.
- Coe, Mariana. Human Factors in Technical Communication. Wiley, 1996.
- Condon, William, and Wayne Butler. Writing the Information Superhighway. Allyn and Bacon, 1997.
- Cross, Geoffrey A. Collaboration and Conflict: A Contextual Exploration of Group Writing. Hampton, 1994.
- Doheny-Farina, Stephen. "Creating a Text/Creating a Company: The Role of a Text in the Rise and Decline of a New Organization." Textual Dynamics of the Professions. U of Wisconsin Press, 1991. 306-335.
- Duin, Ann Hill, and Craig J. Hansen, eds. Nonacademic Writing: Social Theory and Technology. Lawrence Erlbaum, 1996.
- Hammerich, Irene, and Claire Harrison. Developing Online Content: The Principles of Writing and Editing for the Web. (Forthcoming 12/2001).
- Henry, Jim. Writing Workplace Cultures: An Archeology of Professional Writing. Southern Illinois UP, 2000.
- Johnson, Robert. User-Centered Technology: A Rhetorical Theory for Computers and Other Mundane Artifacts. Suny UP, 1998.
- Katz, Susan M. The Dynamics of Writing Review: Opportunities for Growth and Change in the Workplace. Contemporary Studies in Technical Communication. Ablex, 1999.
- Kostelnick, Charles, and David D. Roberts. Designing Visual Language: Strategies for Professional Communicators. Allyn and Bacon, 1997.
- MacKinnon, Jamie. "Becoming a Rhetor: Developing Writing Ability in a Mature, Writing-Intensive Organization." Writing in the Workplace: New Research Perspectives. Ed. Rachel Spilka. Southern Illinois UP, 1993. 41-55.
- Pattow, Donald, and William Wresch. Communicating Technical Information: A Guide for the Electronic Age. Prentice, 1997.
- Peabody, Larry, and John Gear. How to Write Policies, Procedures, and Task Outlines: Sending Clear Signals in Written Directions. Idyll Arbor, 1994.
- Rehling, Louise. "Writing Together: Gender's Effect on Collaboration." Journal of Technical Writing and Communication 26(1996): 163-76.
- Roze, Maris, and Simon Maxwell. Technical Communication in the Age of the Internet. Prentice, 2001.
- Staples, Katherine, and Cezar Ornatowski, eds. Foundations for Teaching

Technical Communication: Theory, Practice, and Program Design. Albex, 1998.