

English 420: Business Writing, Summer 2019

Multicultural Contexts. Risk Communication. Global Social Justice.

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Course: Summer-2019; Section- 006
CRN: 11085
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Course Description

English 420 English 420 teaches students the rhetorical principles and writing practices necessary for producing effective business letters, memos, reports, and collaborative projects in professional-workplace contexts. The curriculum is informed by current research in rhetoric and professional writing and is guided by the needs and practices of business, industry, and society at large, as well as by the expectations of Purdue students and programs. The course teaches the rhetorical principles that help students shape their business writing and communication ethically, for multiple audiences, in a variety of professional situations.

Texts required 12th edition of *Excellence in Business Communication* by Thill & Bovee (ISBN 9780134388144) 11th edition is acceptable
*Additional readings will be provided via Blackboard

Blackboard For this class, I will be using Blackboard for all the information related to course, classroom activities, notes, projects, resources. Blackboard can be accessed with this url: <https://mycourses.purdue.edu/>. In addition to blackboard, we will also be using **google drive and office 365**.

Course Goals

This course is designed based on the triangulation of three different concepts: **multicultural contexts and global social justice**. Based on these major goals, below are the detailed descriptions.

Writing in Context analyzing multicultural-professional cultures, global-social contexts, and diverse audiences to determine how they shape the various purposes and forms of workplace writing-such as persuasion, organizational communication, and public discourse and their effects on global audience.

Project Management developing and deploying strategies for planning, researching, drafting, revising, and editing documents, both individually and collaboratively

Document Design understanding and implementing design principles such as format and layout, through testing and revising information architecture

Teamwork	managing distributed teams on line, delivering and implementing effective feedback
Research	locating, evaluating, and using print and online information selectively for particular audiences and purposes; triangulating sources of evidence
Technology	Using and evaluating writing technologies used frequently in the workplace such as emailing, IM, photo and video editing, presentation design, content management, social media, and desktop publishing.

Assignments, Grades

Assignment 1: Job Documents 200 points	<p>In this unit, you will focus on building your professional identity by producing employment documents (résumé and cover letters) that you can use at career fairs and for individual applications. The purpose of this assignment is to highlight the rhetorical aspects of employment documents, develop your individual professionalization, and create a set of documents that you can use and modify for future job applications.</p> <p>Deliverables take the form of a cohesively branded portfolio, which include: a skills inventory, a memo analyzing your chosen job ad, a résumé, a cover letter, and a written version of your elevator pitch.</p>
Assignment 2: White Paper 240 points	<p>In this unit, you will compose a research based well designed white paper or background. This project will task you to research on a topic related with issues of emergency, disaster, and risk in business communication. You will be able to choose a theme for the project. The white paper will require extensive primary and secondary research, as well as document and data design. This project will serve as a background when you are doing a Risk Communication Project for third assignment.</p> <p>Deliverables take form of a preliminary proposal outlining the research question (s), scope, and methods of your project, primary and secondary research, and a final white paper with a well-designed executive summary along with a cover page.</p>
Assignment 3: Risk Communication Project 350 points	<p>For this unit, you be producing actual Risk Communication Plan or product as a group that can range from: a marketing/communications campaign, a crowdfunding/ Kick starter project for fundraising, social media strategy for crisis, an event planning, crowdsourcing, e-newsletter and so on.</p> <p>Deliverables take the form of the final risk communication product, a recommendation report on how this product, a memo from each individual student on the process and future recommendation.</p>
Reflection Papers	<p>Each student will produce three reflection papers over the semester based on the three themes of the class: Multicultural communication, Risk Communication and Global Social Justice. Based on these three</p>

3* 30 = 90

themes, book chapters, and online discussions, you will think through your key findings and write a reflection of single space page- **only one 8x11” size page length**. In this paper, you will do two things: 1) summarize your readings including a personal reflection and 2) “application” of those readings based on the theme of reflection paper3 and your specific discipline or professional space. Through these papers, I also want you to think about your larger goals of the class and how will you implement these goals outside of classroom and in the community that you are already part of or will be a part of in the future.

Discussion Post

120 points

You will be assigned reading and asked to lead online reading discussions. You will be asked to locate examples and asked to share your thinking with others to generate discussion and support decision making. You will be asked to articulate your goals and project planning in the form of memos, emails, and proposals. This work isn't optional or trivial. It is key to developing your content knowledge about professional writing and is designed to help you make connections between what you are doing and the underlying principles that inform your decisions.

Grading Scale

I grade on a 1000-point scale and I will convert that into letter grades based on percentage. The grade division is as follow: A+= 97-100; A = 94-96; A-= 90-93; B+=87-89; B=84-86; B-=80-83; C+=77-79; C=74-76; C-=70-73; D+=67-69; D=64-66; D-=60-63; F<60. Please feel free to ask question about your grades. I will communicate such discussions via Filelocker from Purdue. **As restricted by FREPA, I will not discuss your grades via email.**

Evaluation

Final letter grades in this class will be based on the cumulative total of the points that you have earned on the assignments in this class. 1000 total points are possible. Detailed evaluation rubrics for deliverables for units 1,2, and 3 will be distributed on BB. In addition to these deliverables, your **professional ethos** throughout the duration of the course and course participation will factor into your final grade.

Course Policies

Think of our syllabus and course policies as a contract. Over the course of the summer, if any discrepancies arise, both the instructor and student will return to the policies listed below. As a student at Purdue University, your conduct and academic work will be held accountable by university standards.

Attendance

Because this class is online, attendance is tricky but still required. Attendance in this case means actively participating in online discussions each week, keeping up, paying attention, and completing all work on time. Since this class is condensed into eight weeks, it will be significantly more difficult to get back on track if you fall behind. Additionally, you will be working with your classmates on projects through peer review, so it's not only your work, but the work of others that you have to take seriously. Ensure that you are cultivating a professional ethos by being diligent, engaged, and respectful.

Submission All major assignments and discussion posts will be submitted through Blackboard, no exceptions. I will not accept any assignments that are emailed. Also, it is your responsibility to plan ahead in the event of computer problems.

Paper Format and Documentation The format and documentation style of your assignments will be dependent on the genre. However, I expect that with each assignment you will follow a consistent documentation style and properly cite all sources. Additionally, the file names of your assignments should include our last name, the name of the assignment, and the semester (ex: Smith_WhitePaper_Summer2019.docx). Files that are not named properly will not be accepted.

Plagiarism This is the copying, deliberate or not, of another person's work and/or ideas without the proper citation. This can result in failure of the project, the course, and other disciplinary action. We will discuss it further in class, but you also need to be aware of what it is and how to avoid it. When in doubt, you can always check with me. More information: <http://www.purdue.edu/odos/osrr/academic-integrity/index.html> and <http://icap.rhetorike.org/studentguide>

Late work It is your responsibility for letting me know that due to any circumstances, if are going to be late in submitting any of the projects. Some of you are in different parts of the world and it is your responsibility to let me know about time differences and late work.

Rewrites Since this is a summer class, rewrites will not be allowed.

The Writing Lab As our class is based on writing and communication, I highly recommend you visit [Purdue's Writing Lab](#) in person or online for getting feedback on writing projects or for additional writing resources.

Disability If you have a disability that requires special academic accommodation, please make an appointment to speak with your me within the first three (3) weeks of the semester in order to discuss any adjustments. It is important that you talk about this at the beginning of the semester. It is your responsibility to notify the Disability Resource Center (<http://www.purdue.edu/drc>) of an impairment or condition that may require accommodations and/or classroom modifications.

Purdue University's Nondiscrimination Policy Purdue University prohibits discrimination against any member of the University community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, sexual orientation, disability, or status as a veteran. The University will conduct its programs, services and activities consistent with applicable federal, state and local laws, regulations and orders and in conformance with the procedures and limitations as set forth in Executive Memorandum No. D-1, which provides specific contractual rights and remedies.

Purdue Honor Pledge "As a Boilermaker pursuing academic excellence, I pledge to be honest and true in all that I do. Accountable together — We are Purdue."

Purdue University is committed to advancing the mental health and well-being of its students. If you or someone you know is feeling overwhelmed,

Counselling and Psychological Services (CAPS) depressed, and/or in need of support, services are available. For help, such individuals should contact Counseling and Psychological Services (CAPS) at (765) 494-6995) and <http://www.purdue.edu/caps/> during and after hours, on weekends and holidays, or through its counselors physically located in the Purdue University Student Health Center (PUSH) during business hours.

Emergencies In the event of a major campus emergency, course requirements, calendar, deadlines, and grading percentages are subject to changes as necessary. Information about possible changes will be communicated by me through email. If you have questions, please email me, and for more information, see ITAP's Campus Emergency website: <http://www.purdue.edu/emergency/>

Course Changes The instructor reserves the right to change or amend the syllabus and schedule.