

# School of Arts & Science ENGLISH DEPARTMENT ENGL 251-003

# Advanced Communications Winter 2017

# **COURSE OUTLINE**

The course description is online @ http://camosun.ca/learn/calendar/current/web/engl.html

Ω Please note: the College electronically stores this outline for five (5) years only. It is strongly recommended you keep a copy of this outline with your academic records. You will need this outline for any future application/s for transfer credit/s to other colleges/universities.

#### 1. Instructor Information

(a)	Instructor:	Dr. Sandra Ann Beck	
(b)	Office Hours:	Monday 1:30-2:30; Tuesday/Wednesday/Thursday 12:00-1:30 or by appt.	
(c)	Location:	Young 226	
(d)	Phone:	370-3516 Alterna	ative Phone:
(e)	Email:	BeckS@camosun.bc.ca	
(f)	Website:		
(g)	Class Details	Wednesday/Friday 1:30-2:50 Fisher 336	

### 2. Intended Learning Outcomes

(No changes are to be made to these Intended Learning Outcomes as approved by the Education Council of Camosun College.)

Upon completion of this course the student will be able to:

- 1. Write a research report that reflects the generic structure of technical, scientific, or professional writing.
  - Apply the writing processes of idea generation, draft generation, revision strategies, and proofreading strategies to the research report.
  - b) Differentiate between objective and subjective English and understand the purpose of each style of discourse.
  - c) Apply Standard English to ensure readability of documents.
  - d) Use reliable, accurate, relevant, and substantiated evidence, and document sources using the appropriate documentation style.
  - e) Apply ethical principles (copyright law, source documentation, and sensitive material) to the report-writing process.
- Compose communication for a variety of audiences in various formats such as abstracts, definitions, pamphlets, press releases, descriptions, summaries, memoranda, web-based/multimedia writing, and user manuals.
  - a) Write in a style that meets the informational needs and backgrounds of various audiences.
  - c) Write in a style that exhibits brevity and clarity and avoids words of low information content.
  - d) Employ numbers, units, equations, and abbreviations correctly in documents.

- 3. Design technical documents for high readability and appeal using word-processing software and techniques.
  - a) Achieve idea relationships and relative importance in technical documents by employing short paragraphs, headings, lists, effective spacing, and layout.
  - b) Depict data efficiently in technical documents using charts, graphs, tables, and other graphics.
- 4. Design and deliver presentations that fulfill the principles of effective speaking, anxiety control, and visual enhancement:
  - a) Analyze the informational needs and backgrounds of various audiences to achieve optimal design and delivery of the presentation.
  - b) Use technical vocabulary appropriate for the intended audience.
  - Present information effectively and appropriately using effective speaking skills and anxietycontrol strategies.
  - d) Use effective illustrative techniques to enhance the visual and informational quality of the presentation.
  - e) Optimize visual support in presentations by appropriate selection and use of electronic and software presentation tools.

### 3. Required Materials

(a) Texts - Course Pack English 251 Sandra Ann Beck

# 4. Course Content and Schedule

(This section can include: class hours, lab hours, out of class requirements and/or dates for quizzes, exams, lectures, labs, seminars, practicums, etc.)

Date	Topic	Activity	Assignment
Jan 11	Scientific Tradition - Summary	Theories of Knowledge	, tee.gen
	Social	Collaborative Simulation	
Jan 13	Communicative	Science Survey	
		Public Audiences	
		3 Mile Island Memos	
Jan 18	Persuasive	Tarmageddon	
Jan 20	Conventional	Where Has All the Water	
		Gone?	
Jan 25	Ethical	Going Local on a Global Scale	
Jan 27	IMRAD: Critique	Evaluating Journals	Assignment 1:
	Scientific Research Articles		Summary due: Biotech
	Journals		Snake Oil
Feb 1	Chronological Critique	Fast Food and Deprivation in	
		Nova Scotia	
Feb 3	Thematic Critique	An Exploratory Study of	
	Review	Cyberbullying; Heavy Drinking	
		on Canadian Campuses	
Feb 8	Documentation: APA	Plagiarism	Assignment 2: Critique
	Parenthetical Citations	In-text placement	due: More Canadian
		Summary, paraphrase, quote	Students Drink
Feb 10	Documentation Style	References	
Feb 15	READING BREAK		
Feb 17	READING BREAK		
Feb 22	Midterm Review		
Feb 24			Midterm Exam
Mar 1	Project: Proposal (I)	Kinds of Proposals	
14 0	5 ( ( ) 5	Research Questions	
Mar 3	Parts of the Proposal	Lit Review as Methodology	
M 0	Davison	Food Security	
Mar 8	Review	A : 1: 10/	
Mar 10	Project: Report (II)	Avoiding Wordiness/Jargon	Assignment 3:
11 15	Front Pieces		Proposals due
Mar 15	The Body	Conclusions/recommendations	
Mar 17	End Pieces	Tables and Figures	
Mar 22	Oral Presentations	Organization/Visual Aids	Assignment 4: Formal
IVIAI ZZ	Oral Presentations	Organization/ visual Alus	Reports due
Mar 24	Peer Evaluations	Rubric	1.oporto due
Mar 29	. Con Etanadionio		Assignment 5: Oral
IVIUI 23			Presentations
			Group 1
Mar 31			Group 2
Apr 5			Group 3
Apr 7			Group 4
	LAST DAY OF COURSE		(Group 5)
Apr 12	LAST DAY OF COURSE		Assignment 6: Peer
			Evaluations due
			Evaluations due

# 5. Basis of Student Assessment (Weighting)

ASSIGNMENTS	VALUE
Summary	10%
Journal Article Critique	10%
Midterm (Documentation)	10%
Proposal	15%
Formal Report	25%
Oral Presentation	20%
Peer Evaluation (2 x 5%)	10%

# 6. Grading System

(No changes are to be made to this section unless the Approved Course Description has been forwarded through the Education Council of Camosun College for approval.)

## Standard Grading System (GPA)

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	Α		8
80-84	A-		7
77-79	B+		6
73-76	В		5
70-72	B-		4
65-69	C+		3
60-64	С		2
50-59	Minimum level of achievement for which credit is granted; a course with a "D" grade cannot be used as a prerequisite.		1
0-49	F	Minimum level has not been achieved.	0

# **Temporary Grades**

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy E-1.5 at **camosun.ca** for information on conversion to final grades, and for additional information on student record and transcript notations.

Temporary Grade	Description	
I	Incomplete: A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family.	
IP	In progress: A temporary grade assigned for courses that, due to design may require a further enrollment in the same course. No more than two IP grades will be assigned for the same course. (For these courses a final grade will be assigned to either the 3 <sup>rd</sup> course attempt or at the point of course completion.)	
cw	Compulsory Withdrawal: A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement.	

#### 7. Recommended Materials or Services to Assist Students to Succeed Throughout the Course

### **LEARNING SUPPORT AND SERVICES FOR STUDENTS**

There are a variety of services available for students to assist them throughout their learning. This information is available in the College calendar, at Student Services, or the College web site at <a href="mailto:camosun.ca">camosun.ca</a>.

#### STUDENT CONDUCT POLICY

There is a Student Conduct Policy which includes plagiarism.
It is the student's responsibility to become familiar with the content of this policy.
The policy is available in each School Administration Office, at Student Services, and the College web site in the Policy Section.

#### ADDITIONAL COMMENTS AS APPROPRIATE OR AS REQUIRED

Please be advised that this course deals with controversial subject matter that may be disturbing to some readers.

Students are responsible for all information, verbal or written, given in class. Please keep track of all handouts and assigned readings, and note that neither unexcused absence from class nor inattention to classroom instruction exempts you from meeting deadlines.

I will be available to answer basic questions about assignments via email during the weekdays. Please be reasonable with your expectations; an email exchange is not a substitute for attendance. Do not ask me to summarize what you missed during an absence.

All due dates are firm. Late assignments will lose 5% per day unless accompanied by medical documentation of illness. Assignments more than five days late will lose 25%. Requests for extensions will be considered under special circumstances, but only if the request is made well in advance of the due date. There are no make-up exams without medical documentation of illness leading to absence.

Assignments submitted via email will be penalized 10%. Only paper submissions will be returned with written comments.

This course includes a three-part assignment to be completed during the second half of the semester: proposal, formal report, and oral presentation. Since the oral presentation is based on the final report, the final report must be submitted prior to being scheduled for the oral presentation.

The penalty for plagiarism, both intentional and unintentional, is a grade of zero on the assignment. Plagiarism includes the following: submitting part or all of an assignment written by someone else; copying and pasting one or more passages (even a few words) from another source without correct documentation; paraphrasing that too closely resembles the original in either form or content; submitting an assignment edited or corrected for grammar and/or content by a copy editor or tutor. Accessing any electronic device during an exam or in-class assignment constitutes a violation of the student conduct policy and will result in a grade of zero on the assignment.