ENC 3250 Professional Communication

Fall, 2011
Section 3864
Period 4 (10:40-11:30)
CBD 210
Dobrin
4414 Turlington Hall, 392-6650 x274
sdobrin@ufl.edu
www.clas.ufl.edu/users/sdobrin
Office Hours: M/W Period 6 (12:50-1:40)

Description
A professional writing course relevant in business, industry, government and other institutional settings. This course covers major elements of organizational communication with emphasis on composition of letters and memos, reports, proposals and manuals. This course will also introduce the role of transnational communication, advances in presentation software, visual communication, and search engine optimization.

Textbooks


All other readings will be provided by the instructor.

Listserve
FALL-3864-L@lists.ufl.edu

Note: all posts to the listserve and/or emails sent to the instructor should be written as professional emails, just as you would in a workplace scenario.

Assignments
Submitting Papers
All assignments should be submitted to me electronically. You may email me your papers as attachments (.doc or .rtf) or you may email me urls from where to download your papers. I will respond directly in the papers and return them to you electronically.

When you submit assignment files name the files this way:
Your last name_Assignment number
Example: Dobrin_Memo3

All papers must be submitted by 5pm of due date unless otherwise indicated by the instructor. Keep in mind that punctuality is a characteristic of professional writing.

Late submissions will results in the lowering the paper grade by one letter grade. Punctuality is a characteristic of good professional writing.
The structure of the course is not designed to allow for revisions of papers after the paper has been graded. Make your revisions prior to submission; paper grades are final.

Important: Please use only UFL email accounts to submit work, contact the instructor, or post to the listserv. Assignments sent through other email clients (like yahoo, Gmail, or AT&T) may not work with UF filters. Likewise, there is an issue of professionalism and ethos tied to using personal email clients.

**Assignments**

**Memos**

**Project 1:**
Due: Wednesday, September 7, 2011
Writing Prompt #2

**Project 2:**
Due: Friday, September 9, 2011
Writing Prompt #1—write a memo on behalf of the engineers (do not write an email).

**Project 3:**
Due: Friday, September 23, 2011
Writing Prompt #3

Total Memo Word Count: 500

**Letters**

**Project 1:**
Due: Monday, September 12, 2011
Writing Prompts #1 and #2

**Project 2:**
Due: Monday, September 19, 2011
Writing Prompts #1, #2, and #3 (Writing Prompt #3 requires that you write a memo; the grade for this memo will count toward your overall memo grade).

**Project 3:**
Due: Monday, October 3, 2011
Writing Prompt #2
It is difficult, if not impossible, to think about or produce professional writing without acknowledging the relationship between technology and writing, or at least a concept of technology. The documents writers produce in professional settings rely upon technologies like desktop computers, lap tops, netpads, tablets, smart phones, and printers for production and circulation. In order to address the technological aspects of professional writing, then, we ethically cannot ignore the issue of e-waste as a critical byproduct of the technologies we use in professional writing. One of the problems associated with e-waste is that the Western world has primarily dealt with e-waste by shipping it to underdeveloped countries where it is dumped in massive heaps, often in geographical locations inhabited by a country’s lowest socio-economic classes. One of the primary problems with e-waste is that as it sits, in vast mountain ranges of rubbish, the e-waste leaches toxins into the ground, contaminating local drinking waters, soil, agriculture, and ultimately the local population. Fortunately, over the last year or two the e-waste issue has become more visible and more readily addressed in academic and corporate circles. However, the e-waste problem might be thought of as the end problem, the problem that occurs once we are through with our technologies. What has not been as readily addressed in terms of technology and sustainability is the problem of origin, problems that mar the production of the devices that become e-waste.

Much of the discussion we now have about technology in professional writing refers to computer technologies or digital technologies, yet there is little if any discussion that addresses the origins of these machines. Our computers, smart phones, net pads, tablets, e-readers, mp3 players, televisions, monitors, and every other “technology” we use in professional writing require minerals like gold, tin, tantalum, and tungsten to work. Each of these minerals must be mined, refined, and smelted, processes that can be environmentally destructive. Recently, in the midst of war and violence in the Democratic Republic of Congo (DRC), Uganda, and Rwanda, mines that supply the electronics industry with these minerals have become hubs of violence and abuse as warlords fight for control of the mines, which provide revenue they use to support their war efforts. Those who control the mines use rape, murder, and other violent acts to intimidate and force native populations to work in the mines. Our technologies, our professional writing, our computers, our innovations, our own individual writing, and even this syllabus remain, to some degree or another, complicit in the violence involved in how conflict minerals are extracted from these mines. We cannot, nor should we, address the e-waste problem or professional writing technologies without taking into consideration every aspect of the technologies we consider part of those relationships, not just acknowledge them from the moment we extract them from their boxes.

For this assignment, you will write a formal report about sustainability, technology, and professional writing. Your report should address the full spectrum of issues that surround our reliance upon technological devices from excavation through disposal. You should consider available statistics regarding e-waste disposal in the United States, ramifications of e-waste, attitudes toward e-waste, attitudes toward technological upgrade, obsolescence, planned
obsolescence, and the need to remain current in professional settings. Your report should address the mining of minerals needed to produce our devices from both an environmental and social perspective. In essence, you will want to cover as much as you can about professional writing technologies from “cradle to grave.”

Your report can be produced in any professional approach you choose: a web page, a white paper, a print document, etc. Your report should include visuals to support your position. You should be alert to design and delivery issues. And of course, the writing will need to be of the highest professional caliber.

Word Count: 2000

Proposal
Due: Friday, October 21, 2011
Sustainability has become one of the most important buzzwords in both academic and professional settings. Green business, these days, is considered good business. Many campuses across the country, including ours, have adopted sustainability programs toward both curriculum development and campus life.

For this assignment you will learn what sustainability means. Sustainability is a problematic term that means different things in different settings; you will explore the concept well beyond the Wikipedia definition. You will also examine the sustainability programs already in place on UF’s campus. You can learn about most of these through The Office of Sustainability (http://sustainable.ufl.edu/). You will also conduct research to learn what programs and resources are offered on other campuses of comparable size around the country. Your focus is not on academic programs like CLAS’s sustainability major, but on programs that help UF and other campuses lead a more sustainable existence. Once you have conducted this research, you will develop and write a proposal suggesting a new program that we should consider initiating on campus. Your proposal should include all parts of a formal proposal and should take into account necessary background information, definitions, plans for implementation, rationales, examples, anticipated costs, suggestions for promoting the program on campus, possible outcomes, and other ideas you develop to support your proposal.

Your proposal should be produced according to the genre outlines we discuss in class. Your proposal should include visuals to support your proposed program when applicable. You should be alert to design and delivery issues. And of course, the writing will need to be of the highest professional caliber.

Word Count: 1,500

Informal Report
Due: Monday, November 14, 2011
For your final assignment (see below) you will write and produce a manual. During the course of developing, writing, and producing the manual, you will write and submit a progress report.
updating me about your project. Your progress report will follow the genre form we address in class. It will be written from you as student to your professor.

Word Count: 500

Manual
Due: Wednesday, November 30, 2011
On October 1, 2009, The Gainesville Sun reported the existence of a document called “Zombie Attack: Disaster Preparedness Simulation Exercise 35 (DR5)” that outlines strategies for “responding to a zombie attack and/or infection that might affect the University of Florida campus.” On May 16, 2011, The Center for Disease Control issued its own Zombie preparedness plan called “Preparedness 101: Zombie Apocalypse” which it houses on the official government CDC web pages. While zombies have been part of both religious and popular culture since the Babylonians first mentioned them, there’s no doubt that over the last ten years zombie popularity has reached new heights. Books like Max Brooks’ popular Zombie Survival Guide and World War Z (which will be released as a film next year), television shows like The Walking Dead, graphic novels, comics, movies, web pages, mobile phone apps, and a host of other media have contributed to the rise of the zombie phenomenon. Here at UF, as well as campuses across the country, you can even play humans versus zombies (HvZ).

Of course, part of the popularity of zombies is that zombie is code. It can mean anything. The zombie apocalypse can be an alien invasion, a viral epidemic, an economic disaster, or anything else that might bring about violent, sudden change to society. This semester, we will look at the zombie phenomenon from the perspective of the professional writer.

For your final project of the semester, you will write and produce a formal manual that addresses some aspect of the zombie apocalypse. Your manual will meet all of the genre requirements discussed in class.

During the final days of class, each student will give a short presentation to the class about his/her manual.

Word Count: 1500

Quizzes
Throughout the semester, I will give ten fill-in-the-blank type quizzes about assigned readings. The quizzes are designed to encourage you to keep up with the reading. They will be quite easy. If you have read the assignment for the day, you will have no problem getting all of the answers on the quiz correct. If you have not read the assignment, your chances of doing as well diminish.

Grading
Quizzes/Homework 10%
Memos (average of 4 memo project grades) 10%
Letters (average of 5 letter project grades) 10%
Informal Report 15%
Formal Report 15%
Proposal 20%
Manual 20%

The following numeric equivalents will be used in determining your final averages:

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<th>Grade</th>
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<td>B+</td>
<td>87-89</td>
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Policies

Writing Requirement (WR)
This course can satisfy the UF requirement for Writing. For more information, see:
http://www.registrar.ufl.edu/catalog/policies/advisinggordon.html

Statement on Student Disability Services
The Disability Resource Center in the Dean of Students Office provides students and faculty with information and support regarding accommodations for students with disabilities in the classroom. For more information, see:
http://www.dso.ufl.edu/drc/

Statement on Harassment
UF provides an educational and working environment for its students, faculty, and staff that is free from sex discrimination and sexual harassment. For more about UF policies regarding harassment, see:
http://www.dso.ufl.edu/studentguide/studentconductcode.php#s4041

Statement on Academic Dishonesty
All students are required to abide by the Student Honor Code. For more information about academic honesty, including definitions of plagiarism and unauthorized collaboration, see:
http://www.dso.ufl.edu/scrr/honorcodes/honorcode.php

Attendance Policies
I expect you to attend and participate in class discussion every day of the session. However, I also realize that sometimes absences cannot be avoided. Thus, two unexcused absence are tolerated and left unquestioned. Any absence beyond that one, though, will result in a reduction of your final course average by 5 points. Please note, too, discussions of documents genres will be the only coverage of the genre requirements; they are not listed in a textbook or in reference notes. In order to understand each genre we address, you will need to attend class, pay attention, and take notes.

**Final Grade Appeals**
If you have concerns about your final grade in the course and have met with me to discuss your final grade, you may pursue an appeal process by contacting Professor Robert Thomson, Director of Undergraduate Studies in the Department of English. Grade appeals may result in a higher, unchanged, or lower final grade. Grade appeals should only be pursued if you and I have an irresolvable dispute regarding your final grade. The English Department will not intervene in disputes over individual assignment grades.

**(Tentative) Schedule**

Note: readings are to be completed the day listed in the schedule; we will discuss those readings in class on that day.

**Course Schedule:**

**Week 1**
M 8/22  Course Introduction
        Syllabus Review
W 8/24  In class exercise
F 8/26  Rhetorical Situations and Professional Writing

**Week 2**
M 8/29  Reading: Lanham Chapter 1 (p. 1-27)
        Plain Language
W 8/31  Writing Memos, E-mails, and Electronic Messages/txt
F 9/2   Reading: “How to Write a Business Letter,” Malcolm Forbes
        Available at: [www.clas.ufl.edu/users/sdobrin/Forbes.pdf](http://www.clas.ufl.edu/users/sdobrin/Forbes.pdf)
        Writing Letters

**Week 3**
M 9/5   NO CLASS: LABOR DAY
W 9/7   Reading: Lanham Chapter 2 (p. 29-59)
Writing Reports
Formal Report Assignment Introduced
Memo Project 1 due

F 9/9  Writing Reports
Memo Project 2 due

Week 4
M 9/12  E-waste and Conflict Minerals
Letter Project 1 due

W 9/14  Reading: Transnational and Transcultural Communication

F 9/16  Reading: Lanham Chapter 3 (p. 61-83)
Transnational and Transcultural Communication

Week 5
M 9/19  Reading Williams Chapter 1 (p. 11-14)
Introduction to Design
Letter Project 2 due (this includes the memo)

W 9/21  Reading: Lanham Chapter 4 (p. 85-102)
Screening: Objectified

F 9/23  Reading: Williams Chapter 2 (p. 15-32)
Screening: Objectified
Memo Project 3 due

Week 6
M 9/26  Resumes

W 9/28  Reading: Williams Chapters 3, 4, and 5 (p. 33-60)
Screening: Objectified

F 9/30  Reading: Williams Chapter 7 (p.91-106)
Request for Proposals/Proposals
Proposal Assignment Introduced
Formal Report Due

Week 7
M 10/3  Proposals
Letter Project 3 due

W 10/5  Proposals
F 10/7 Manuals
   Manual Assignment Introduced

**Week 8**

M 10/10 Reading: Williams Chapter 9 (p. 145-152)
   Screening: Helvetica

W 10/12 Reading: Williams Chapter 10 (p. 153-164)
   Screening: Helvetica

F 10/14 Reading: Williams Chapter 11 (p. 165-196)
   Design

**Week 9**

M 10/17 Reading: Twombly
   Field research

W 10/19 Reading: UF Zombie Plan
   www.clas.ufl.edu/users/sdobrin/zombieplan.pdf
   Watch: http://www.youtube.com/watch?v=LsSXQ7ztOmQ
   Zombies

F 10/21 Reading: Preparedness 101: Zombie Apocalypse
   http://www.bt.cdc.gov/socialmedia/zombies_blog.asp
   or
   Watch: http://www.youtube.com/watch?v=zzkJbWl45kU
   Zombies
   Proposal Due

**Week 10**

M 10/24 Presentation Software

W 10/26 NO CLASS; Professor Dobrin at UAB

F 10/28 NO CLASS; Professor Dobrin at UAB

**Week 11**

M 10/31 Screening

W 11/2 Screening

F 10/4 NO CLASS: UF Homecoming
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<td>W 11/9</td>
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<td>F 11/11</td>
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<td></td>
<td>W 11/16</td>
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<td>W 11/23</td>
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<td>F 11/25</td>
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