ENGL 3301. 201
Technical and Professional Writing

Spring 2016
MW 2:00 pm – 3:15 pm, Corpus Christi Hall 207

Instructor Name: Prof. Kristina Gutierrez
Office: Faculty Center 256
Office Hours: Monday and Wednesday 10:30 am - 12:30 pm,
Thursday 10:30 am - 11:30 am (and by appt.)
Telephone: 361-825-4124
Email: kristina.gutierrez@tamucc.edu

Course Description

This course is designed to help students gain practical experience in finding and
interpreting information and writing reports and documents for specialized
audiences in the technical and professional world. Satisfies university computer
literacy requirement. Prerequisites: ENGL 1301 and 1302.

Learning Outcomes

At the end of the semester, students will be able to complete the following:

(1) Define technical communication terms and concepts
(2) Interpret, analyze, and evaluate information in documents/ visual aids
(3) Compose for various rhetorical situations, applying appropriate technical
communication style conventions

The learning outcomes support the growth of a 21st century technical
communicator. A technical communicator creates documents that communicate
effectively, persuasively, and concisely. Specifically, the technical communicator

(1) solves problems to help achieve an organization’s goals
(2) addresses a particular user/ purpose/ task
(3) acquires, evaluates, and applies core knowledge and designs content
(4) integrates cultural and ethical considerations
(5) promotes collaboration
(6) incorporates appropriate combination(s) of text or graphics
(7) uses appropriate tools/ media technology
## Major Course Requirements/Grade Distribution

<table>
<thead>
<tr>
<th>Major Assignment 1: Technical Communication Blog</th>
<th>15%</th>
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<tbody>
<tr>
<td>Develop a multimodal blog focusing on what technical communication consists of in your discipline, linking ideas and concepts throughout it. Use a combination of text, image, and audio to compose it. You will build your blog throughout the semester. <strong>The due dates for the journal entries are listed on the course outline.</strong></td>
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<tr>
<th>Major Assignment 2: Research Proposal (Due: February 26)</th>
<th>20%</th>
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<tbody>
<tr>
<td>In the proposal, describe the research methodology that you will use to investigate how to respond to a problem, need, or opportunity relevant to you as a member of the campus community or as an employee at an organization. The research proposal will contain a literature review section.</td>
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<tr>
<th>Major Assignment 3: Analytical Report (Due: April 15)</th>
<th>25 %</th>
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<tbody>
<tr>
<td>In the Analytical Report, offer a recommendation on how to respond to the problem, need, or opportunity.</td>
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<tr>
<th>Major Assignment 4: Résumé and Job-Application Letter (May 3)</th>
<th>20%</th>
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<tbody>
<tr>
<td>Prepare a résumé and a job-application letter for an internship or a position in your discipline.</td>
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<tr>
<th>Peer Review Workshops (see course outline)</th>
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<tr>
<td>The peer review workshops provide opportunity for you to give and receive feedback as you complete major assignments 2 and 3.</td>
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### Unit Activities

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<th>Unit Activities</th>
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<tr>
<td>The unit activities are designed to prepare you to complete the major assignments, while learning basic principles of technical communication.</td>
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</table>

| Access the unit activities in the Major Assignments folders on the Blackboard course site. |

### Required Readings


Note: I will assign additional readings on the Blackboard course site.
Technical Requirements

- Access course materials via Islander Email and Blackboard course site (https://bb9.tamucc.edu)

Course Policies

Late work

Late assignments are penalized five points per day. Submit a memo with a late assignment explaining why it is late.

Academic Integrity/Plagiarism.

University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment will result in a failing grade.

Dropping a Class

I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. April 8 is the last day to drop a class with an automatic grade of “W” this term.

Classroom/professional behavior

Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.
Statement of Civility

Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

Grade Appeals

As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

Disabilities Accommodations

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.
Statement of Academic Continuity

In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

Academic Advising

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be reached at 825-3466.
# Course Outline

Note: The schedule is subject to change.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading/ Assignments due</th>
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<tbody>
<tr>
<td>Unit 1</td>
<td>Workplace Writing</td>
<td>Ch. 1, “Characteristics of Writing at Work” (<em>The Essentials of Technical Communication, ETC</em>, pp. 3-13)</td>
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<td>(W-F, 1/20-1/22)</td>
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<tr>
<td>Unit 2</td>
<td>Proposals</td>
<td>Ch. 9, “Proposals and Progress Reports” (<em>ETC</em> pp. 233-271)</td>
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<td>Assignment Due:</td>
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<td><strong>Blog Entry # 1</strong> due by 11:59 pm on Thursday, January 28</td>
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<tr>
<td>Unit 3</td>
<td>Audience and Purpose</td>
<td>Ch. 2, “Writing for Your Readers” (<em>ETC</em> pp. 15-34)</td>
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<td>(M-F, 2/1-2/5)</td>
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<td>Assignment Due:</td>
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<td><strong>Topic Proposal Memo for interconnected Major Assignments 2 &amp; 3</strong> (Due by 11:59 pm on Wednesday, February 3)</td>
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<td><strong>Blog Entry # 2</strong> due by 11:59 pm on Thursday, February 4</td>
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<tr>
<td>Unit 4</td>
<td>Ethical Considerations</td>
<td>Ch. 3, “Writing Ethically” (<em>ETC</em> pp. 38-55)</td>
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<td>(M-F, 2/8-2/12)</td>
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<td>Assignment Due:</td>
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<td><strong>Blog Entry # 3</strong> due by 11:59 pm on Thursday, February 11</td>
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</tbody>
</table>
| Unit 5  | Style Peer Review | Ch. 4, “Achieving a Readable Style”  
*ETC pp. 57-74* |
|---------|-------------------|--------------------------------------------------|
| (M-F, 2/15-2/19) |                   | **Assignments Due:**  
**Peer Review Workshop**  
- By 11:59 pm on **Monday, February 15**, submit a draft of your Research Proposal to the link for the Peer Review, accessible in unit 5 in the folder for Major Assignment 2 on the Blackboard course site.  
- Critique two of your classmate’s drafts by 11:59 pm on **Friday, February 19**.  
  - See unit 5 for further instruction on completing the Peer Review Workshop.  
**Blog Entry # 4** due by 11:59 pm on **Thursday, February 19** |
| Unit 6  | Technical Reports | Ch. 8, “Technical Reports”  
*ETC pp. 181-231* |
| (M-F, 2/22-2/26) |                   | **Assignment Due:**  
**Major Assignment 2: Research Proposal** (Due by 11:59 pm on Friday, February 26) |
| Unit 7  |                   | Ch. 5, “Designing Documents”  
*ETC pp. 85-109* |
| (M-F, 2/29-3/4) |                   | **Assignments Due:**  
**ETC exercise #4** p. 109 (Due by 11:59 pm on Wednesday, March 2)  
**Blog Entry # 5** due by 11:59 pm on **Thursday, March 3** |
| Unit 8  | Illustrations | Ch. 6, “Designing Illustrations”  
|        |               |  
|        |               | *(ETC pp. 112-144)*  
|        |               | **Assignments Due:**  
|        |               | *ETC exercise #1 p. 145* (Due by 11:59 pm on Wednesday, March 9)  
|        |               | **Blog Entry # 6** due by 11:59 pm on Thursday, March 10  
|        |               | **Draft #1 due of Analytical Report**  
|        |               | Develop the introduction of your Analytical Report for Draft #1 (see “Introduction” under the heading “Parts of an Informal Technical Report” on pp. 183-184)  
| Spring Break | Oral Reports | Ch. 11, “Oral Reports”  
|            |               | *(ETC pp. 309-335)*  
|            |               | **Assignments Due:**  
|            |               | *ETC exercise #1 p. 335* (Due by 11:59 pm on Wednesday, March 23)  
|            |               | **Blog Entry #7** due by 11:59 pm on Thursday, March 24  
| Unit 10 | Résumés and Job-Application Letters | Ch. 12, “Résumés and Job Applications”  
|         |               | *(ETC pp. 344-365)*  
|         |               | **Assignments Due:**  
|         |               | *ETC exercise #1 p. 365* (Due by 11:59 pm on Wednesday, March 30)  
|         |               | **Blog Entry # 8** due by 11:59 pm on Thursday, March 31  

*Unit 8 (M-F, 3/7-3/11)*  

*Illustrations Ch. 6, “Designing Illustrations” (ETC pp. 112-144)  

*Assignments Due:*  

*ETC exercise #1 p. 145* (Due by 11:59 pm on Wednesday, March 9)  

**Blog Entry # 6** due by 11:59 pm on Thursday, March 10  

**Draft #1 due of Analytical Report**  

Develop the introduction of your Analytical Report for Draft #1 (see “Introduction” under the heading “Parts of an Informal Technical Report” on pp. 183-184)  

*Spring Break (M-F, 3/14-3/18)*  

*Oral Reports Ch. 11, “Oral Reports” (ETC pp. 309-335)  

*Assignments Due:*  

*ETC exercise #1 p. 335* (Due by 11:59 pm on Wednesday, March 23)  

**Blog Entry #7** due by 11:59 pm on Thursday, March 24  

*Unit 10 (M-F, 3/28-4/1)*  

*Résumés and Job-Application Letters Ch. 12, “Résumés and Job Applications” (ETC pp. 344-365)  

*Assignments Due:*  

*ETC exercise #1 p. 365* (Due by 11:59 pm on Wednesday, March 30)  

**Blog Entry # 8** due by 11:59 pm on Thursday, March 31
| Unit 11 (M-F, 4/4-4/8) | **Peer Review** | **Assignments Due:**  
Peer Review Workshop  
- By 11:59 pm on **April 4**, submit a polished draft of your Analytical Report to the link for the Peer Review, accessible in unit 11 in the folder for Major Assignment 3 on the Blackboard course site.  
- Critique two of your classmate’s drafts by 11:59 pm on **Friday, April 8**. See unit 11 for further instruction on completing the Peer Review Workshop.  

**ETC exercise #2** p. 365 (Due by 11:59 pm on Friday, April 8) |
| --- | --- | --- |
| Unit 12 (M-F, 4/11-4/15) | **Assignment Due:**  
**Major Assignment 3:** Analytical Report (Due by 11:59 pm on Friday, April 15) |
| Unit 13 (M-F, 4/18-4/22) | Analyze the content, structure, and style of TAMU-CC’s Career Service’s sample résumés (see further instruction on how to access the résumés in unit 13).  

**Assignments Due:**  
**ETC exercise #3** p. 366 (Due by 11:59 pm on Wednesday, April 20)  

**Blog entry #9** due by 11:59 pm on Thursday, April 21 |

**Blog entry #10** due by 11:59 pm on Wednesday, April 27 |
<table>
<thead>
<tr>
<th>Week 15</th>
<th>Assignment Due: Major Assignment 3: Résumé and Job-Application letter (Due by 11:59 pm on Tuesday, May 3)</th>
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<tbody>
<tr>
<td>May 3, Last day of classes</td>
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<tr>
<th>Final Exam Period</th>
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<tbody>
<tr>
<td>Wednesday, May 11</td>
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<tr>
<td>1:45 pm – 4:15 pm</td>
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