English 206
Technical Writing

Overview
Technical Writing prepares students to be effective communicators and effective writers in their current and future professions. Students will develop workplace-writing skills and apply the technical and rhetorical principles that are the foundation of workplace writing.

Course Goals and Objectives
The course will introduce students to some of the basic issues, elements, and genres of technical writing, such as

- Writing and adapting written language and format for multiple audiences and purposes
- Creating technical documents such as product descriptions, instructions, and proposals
- Producing informative and effective content
- Illustrating data using appropriate and effective language and visual strategies
- Addressing social issues related to technical writing, including ethics, gender, culture, and nationality
- Defining, analyzing, and working to resolve workplace writing problems
- Conducting primary and secondary research for writing
- Working in teams on collaborative projects
- Developing an effective, professional tone and style appropriate to audience and purpose

Prerequisites
In order to enroll in this course, you must have fulfilled one of the following two conditions:

- A score of 4 or higher on the English Placement Test (EPT)
- Completion of English 102 with a grade of C or higher

Section 201
Spring 2018
Online
Instructor: Louise Zamparutti
Email: zamparu2@uwm.edu
Office: Curtin 519
Office Hours: By Appointment

Materials
Authors: Lannon, John M. and Gurak, Laura J.
Please be sure to get the 14th edition!
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Important Dates
January 21
Last day to drop a class without charge or for full refund

January 22
Classes begin!

February 2
Last day to add, change sections, or change grading basis without approval

February 16
Last day to drop without a "W" on record. Tuition and fees apply.

March 18-25
Spring break!

April 8
Last day to drop full-term course. Tuition and fees apply.

May 10
Last day of classes
Oral-Writing Communication Requirement

This course satisfies the OWC-B requirement for UWM students. It combines a series of speaking and writing assignments based on research and course materials that adapt to specific audiences and purposes. Assignments throughout the semester build towards a final research project. Each student will have an online or in-person conference with the instructor in preparation for the final research project.

Course Completion

Students should expect to spend 4-6 hours per week on class activities, assigned readings and research. When written assignments are due, students should expect to spend an additional 2-3 hours that week.

Participation

Active participation is required! Because this course is online, you must be proactive in checking all the required areas of the course website on a regular basis, participating in online activities and discussion boards, completing all quizzes on time, and submitting all assignments on time. Your participation is evaluated as part of your “commitment” grade (discussed in more detail below). This is not a self-paced course and you are expected to keep up with the course calendar. If you are having difficulty keeping up or have a situation that causes you to fall behind, please contact me right away.

Lateness policy

Meeting the assigned due dates for all assignments and activities is crucial for demonstrating progress and for ensuring appropriate time for feedback. You are expected to submit assignments on or before the due date posted in the course calendar. If you are unable to submit an assignment by the due date, the following policy applies:

• For every hour past the deadline that an assignment is late, one point will be deducted from the grade. One point per hour can add up and quickly lower your grade, so please submit on time.
• D2L requires that you submit assignments to the appropriate Dropbox and then click submit. You will then receive an email confirming successful submission of that assignment. If you don’t get that confirmation email, go back to the Dropbox and check to see what happened. I do not accept “I forgot to click submit” as an excuse for assignments that are not submitted.
• If you have a life circumstance that will prevent you from submitting an assignment on time (such as hospitalization, child birth, or a major life incident), it is your responsibility to contact me at least one day before the assignment is due and let me know a) approximately how long you expect to be away from your course work and from D2L, and b) when you expect to resume course work and submit the assignment. If I approve your absence and extension on the assignment, we will work together to come up with a new deadline and you will receive full credit. If you prefer to speak with me personally about your circumstances, I am happy to arrange an office appointment time or a Skype meeting.
• If at any time you feel that you are struggling to keep up, please communicate with me. Don’t struggle alone! Send me an email and arrange a meeting with me in person if you are having concerns about anything related to your work and progress in this course.
How to Succeed in this Course
Here are my suggestions for successfully passing and doing well in this course:

1. **Do all the assignments.** You will have a number of writing assignments for this course, and missing any one of them will take points off of your grade.
2. **Take peer review seriously.** This course involves several opportunities for peer review, which means giving feedback to your classmates. Grades for peer review are based on you giving thoughtful, useful feedback to your peers, and responding to your peers’ feedback on your work in a thoughtful manner. This doesn’t always mean following their advice; it can also mean critically assessing a suggestion and choosing not to follow it.
3. **Do not plagiarize.** Plagiarism is a serious offense and will result in failing the assignment and possibly the entire course. Be sure to cite all sources accurately and thoroughly. Review the English Department “Academic Dishonesty and Grievances” policy, which is found at http://www.uwm.edu/Dept/English.
4. **Contribute to class discussions substantially.** This means posting comments that address the discussion forum prompts and questions in a thoughtful, thorough, well-crafted response. If you are asked to post an initial response and at least two responses to your peers’ posts, that means writing at least three posts. A substantial response to a post is not something like “Yes, I agree!” or “Great response!” You need to engage with your peers’ comments as you would in a discussion or conversation.

Email and Netiquette
If you need to email me regarding an assignment, I reserve the right to a 24-hour response time. I will probably respond sooner, but please do not expect immediate responses all the time. Your concern will be answered within the 24-hour time period. I am happy to work with you to answer questions, set up meetings, and help you with any trouble you might be having, and I ask that you respect my time constraints as I will respect yours 😊.

Because this is a writing course, I expect you to use proper format, grammar, spelling, punctuation, and appropriate capitalization in your emails and discussion board postings, as well as your assignments. Do not do something like this:

To: zamparu2@uwm.edu
From: s0mEWEird___ad@hotmail.com

wt did I ms?

If I get an email like that, I have no idea who is writing to me or what assignment or what course they are talking about. The most likely result is I will not respond 😊.

Course Policies
I maintain the right to revise the syllabus at any time. If there are any changes to the to any assignments or due dates, I will alert students about the change in writing and with ample amount of time.
Completion Requirement
A passing grade in English 206 requires course completion. All assignments must be submitted prior to the end of the semester. Assignments submitted late will receive partial credit. Missed assignments will receive a “0” grade, which can have significant negative effects on your overall grade.

Because this is a writing course, I expect you to use proper format, grammar, spelling, punctuation, and appropriate capitalization in your emails and discussion board postings, as well as your assignments. Do not do something like this:

To: zamparu2@uwm.edu
From: s0mEWEird__ad@hotmail.com

Hey been out of town, wt did I ms?

If I get an email like that, I have no idea who is writing to me or what assignment or what course they are talking about. Plus, the tone is not exactly respectful. The most likely result is I will not respond 😞

Department Policy
The UWM English Department reserves the right to administratively drop students who have not attended the first week of classes. In an online course, this means that if you have not completed the assignments and discussions for the first week of class, it is viewed as not attending class. More University Policies are found below.

Course Structure
This course uses the most basic features of D2L; nothing super fancy. The basic structure of the course is

Content || Discussions || Dropbox || Grades

Content is where you will find all the documents for this course. On the first day of classes (or before), please read the “General Course Documents.”

Discussions leads to our discussion forums. You’ll need to go here when you are instructed to post in a particular forum or to respond to your classmates’ posts.

Dropbox is where you’ll submit all your assignments. Remember to submit and click submit. And watch for that confirmation email!

Grades is where you can check your grades at any time. I will do my best to grade in a timely manner.

Commitment
20% of your grade in this course is based on your commitment to improving the learning environment for yourself and your students. This is evident in class discussion posts, responses to your classmates’ posts, and peer reviews. Included in the assessment of your commitment are:
1. Checking the course site regularly  
2. Reading all assigned reading  
3. Reading assignment sheets and following directions accurately  
4. Completing all weekly activities as described in each week’s Content section  
5. Participating in required discussion boards  
6. Providing thought-provoking, original, and useful feedback on discussion boards  
7. Submitting assignments on time and using appropriate formats  
8. Communicating respectfully and promptly with your classmates and instructor  
9. Participating with enthusiasm and interest (for instance, telling me you can’t complete an assignment on time because you have a test in another class does not show enthusiasm and interest in this class).  
10. Communicating with me immediately whenever there is an issue or concern regarding your participation in this class or your ability to complete required work on time.

Assignments  
In addition to required readings, discussion posts, quizzes, and other online activities, written assignments will need to be submitted to the appropriate D2L Dropbox. Assignment sheets with detailed descriptions of each assignment and due dates are posted on D2L. All assignments are due at 11:59 PM the day that they are due. Please adhere to the following rules for submitting assignments:

1. Please submit all assignments as a docx or PDF file.  
2. Name your assignments as your lastname_assignment name. For example: Zamparutti_website comparison.docx.  
3. Remember to save and back up your work! There are many options for backing up files, such as cloud, email, or flash drive. Save and back up often so you don’t lose your work. Losing a file will not be accepted as an excuse for not submitting an assignment.  
4. Assignments are evaluated and graded based on content, organization, format, and appropriate language style. Mechanical errors, including improper spelling and grammar, poor word choice, and typos, indicate a lack of professionalism and will result in points deducted. Each assignment sheet contains descriptions of additional specific evaluation criteria for that assignment.

Grade weights and grading scale

<table>
<thead>
<tr>
<th>Assignment</th>
<th>% of Grade</th>
<th>Grading Scale</th>
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<tbody>
<tr>
<td>Commitment</td>
<td>10%</td>
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<tr>
<td>Audience and Use Profile</td>
<td>5 %</td>
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<tr>
<td>New Employee Memo</td>
<td>5%</td>
<td></td>
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<tr>
<td>Website Comparison</td>
<td>10%</td>
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<tr>
<td>Executive Summary</td>
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<tr>
<td>Writing Instructions</td>
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<tr>
<td>Team Project Infographic</td>
<td>10%</td>
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<tr>
<td>Product/Process Description</td>
<td>10%</td>
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<tr>
<td>Final Research Project</td>
<td>20%</td>
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<tr>
<td>Presentation</td>
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<td>B  83-86%</td>
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<td>B-  80-82%</td>
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<td>D  63-66%</td>
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<td>D-  60-62%</td>
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<td>F  59% and below</td>
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</tbody>
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Letter grades are based on the general criteria below, in addition to criteria specific to each assignment.
A Outstanding work. Shows superior analysis of assignment. Provides excellent selection of content, organization, and wording of material to fit the rhetorical needs of the particular situation. Uses a writing style that is fluent and coherent, with no mechanical errors. Shows great insight, perceptiveness, originality, and thought.

B Good work, showing thorough, well-organized analysis of assignment. Shows judgment and tact in presentation of material appropriate for the intended audience and purpose. Supports ideas well with concrete details. Writing is precise and clear and free from major mechanical errors. Strong work, with a few areas for improvement.

C Meets basic requirements of the assignment. Provides satisfactory analysis of writing task, subject, and audience. Assignment accomplishes its purpose and organization and expression are appropriate for rhetorical context. Some mechanical errors may be present but document is still understandable.

D Meets assignment but is weak in one or more major areas such as content, organization, style, or mechanics. Work is generally substandard and shows inadequate and incomplete treatment of subject. There may be significant or numerous mechanical errors.

F Unacceptable work. Fails to meet one or more of the basic requirements of the assignment. Fails to cover essential points and may digress into nonessential material. Generalizations are unsupported and details are unclear. Lacks organization and may use inappropriate tone, word choice, format, or sentence structure. Mechanical errors interfere with legibility of document.

Credit Hours
The university has asked departments to provide students with details on how much time commitment is expected for various aspects of each course.

The UW System assumes “that study leading to one semester credit represents an investment of time by the average student of not fewer than 48 hours” (UWS ACPS 4). Therefore, a 3-credit course such as this one will require a minimum of 144 (3 X 48) hours of your time.
The UWM Credit Hour Policy, University of Wisconsin-Milwaukee Faculty Document No. 2838, can be found at http://www4.uwm.edu/secu/docs/faculty/2838_Credit_Hour_Policy.pdf.

UWS ACPS 4, the University of Wisconsin System Policy on Academic Year Definition and Assorted Derivatives, can be found at https://www.wisconsin.edu/acss/acps4.pdf.

UWM Policy Links
See http://uwm.edu/secu/syllabus-links/ for university policies on religious observances, military duty, and other related issues.

1. Accessibility Resource Center (ARC). Students requiring accommodation should contact the ARC as soon as possible to secure the necessary documentation. Information is available at http://uwm.edu/arc/.
2. Religious observances. Accommodations for absences due to religious observance are made available according to applicable UWM policies. 
   http://www4.uwm.edu/secu/docs/other/S1.5.htm.

3. Active military. Accommodations for absences due to students called to active military duty are made available according to applicable UWM policies. http://uwm.edu/active-duty-military/.

4. Incomplete grades. An “incomplete” may be given instead of a final grade to any student who has attended and produced required coursework through the semester but, due to illness or any other unusual and substantiated life circumstance, is unable to complete the course by the end of the semester. http://www4.uwm.edu/secu/docs/other/S31.pdf.

5. Discriminatory conduct. Discriminatory conduct (including sexual harassment) is not tolerated by the university. Resources and information on dealing with discrimination and harassment are found at http://www4.uwm.edu/secu/docs/other/S47.pdf.

6. Academic misconduct. Academic misconduct, including cheating on exams and plagiarism, are violations of the academic honor code and carry severe sanctions, including failing a course, suspension, or dismissal. http://uwm.edu/academicaffairs/facultystaff/policies/academic-misconduct/.

7. Complaint procedures: students may direct complaints to the head of the academic unit or department in which the complaint occurs. If the complaint allegedly violates a specific university policy, it may be directed to the head of the academic unit or department in which the complaint occurred or to the appropriate university office responsible for enforcing the policy. http://uwm.edu/hr/home/managers-and-hr-partners/guidelines-and-policies/university-staff-complaint-procedures/.

8. Grade appeal procedures. A student may appeal a grade on the grounds that it is arbitrary, and such an appeal must follow the established procedures adopted by the department, college, or school in which the course resides these procedures are available in writing from respective department chairperson or the Academic Dean of the College or School. http://www4.uwm.edu/secu/docs/other/S28.htm.


UWM Writing Center
I highly encourage everyone to make use of the peer tutoring services offered in the UWM Writing Center. The Writing Center is a valuable resource for talking about your writing at any stage of the process. Writing Center tutors are students from all disciplines who are trained in the Writing Center’s peer-tutoring process. They are trained to work with all skill levels and all academic disciplines.

In-person one-on-one tutoring is available for all students at two locations: Curtin Hall 127 and the Library East Wing. Online tutoring sessions are also available. Information on in-person and online tutoring can be found at http://uwm.edu/writing-center.
# Course Schedule

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<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Assignments and Readings</th>
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| Week 1 1/22 – 1/28 | Introduction to English 206 | • Syllabus and Assignment Calendar  
• Lannon and Gurak textbook (hereafter L&G) all intro pages (skim through)  
• L&G Chapter 1  
• Discussion board: Introductions |
| Week 2 1/29 – 2/4 | Assessing audience, purpose, and context  
Writing memos | L&G Chapters 2, 3, 4  
• Discussion board: what is an audience?  
• Audience and Use Profile and New Employee Memo assignment sheet |
| Week 3 2/5 – 2/11 | Assessing audience needs  
Determining appropriate context | • L&G Chapters 10, 11, 14, and 15  
• Discussion board: BikeFit infographic rhetorical analysis  
• Due 2/11: Audience and Use Profile and New Employee Memo |
| Week 4 2/12 – 2/18 | Organization of written and visual information  
Designing web pages | • L&G Chapters 12, 13, 24, and 25  
• Website Comparison assignment sheet  
• Discussion board: Visual design |
| Week 5 2/19 – 2/25 | Adapting language to different audiences  
Summarizing information | • L&G Chapter 9  
• Executive Summary assignment sheet  
• Discussion board: Technical language  
• Due 2/25: Website Comparison |
| Week 6 2/26 – 3/4 | Creating instructions  
Document design  
Visual design | • L&G Chapter 19  
• Writing Instructions assignment sheet  
• Discussion board: Writing instructions  
• Due 3/4: Executive Summary |
| Week 7 3/5 – 3/11 | Team Project: analyze and redesign infographic | • L&G Chapter 5  
• Team Project Infographic and Rhetorical Analysis assignment sheet  
• Due 3/11: Writing Instructions |
| Week 8 3/12 – 3/18 | Work on Team Projects | • Due 3/18: Team Project Infographic slides and Rhetorical Analysis |
| Week 9 3/19 – 3/25 | **SPRING BREAK!** | • L&G Chapters 7, 8, and 9  
• Final Research Report assignment sheet  
• Start thinking about Final Research Report topic |
| Week 10 3/26 – 4/1 | Product and Process Descriptions | • L&G Chapter 18  
• Product/Process Description assignment sheet  
• Discussion board: product/process description peer review  
• Presentation assignment sheet |
| Week 11  | 4/2 – 4/8 | Formal Analytical Reports Unsolicited Recommendation Reports | • L&G Chapters 21 and 22  
• Discussion board: research report topics |
| Week 12  | 4/9 – 4/15 | Giving effective presentations; using Power Point appropriately and effectively | • L&G Chapter 23  
• Due 4/15: Product or Process Description  
• Due 4/15: Email me your final research project topics |
| Week 13  | 4/16 – 4/22 | Research week | • Work on research reports  
• Work on presentation slides |
| Weeks 14-16 | 4/23 – 5/10 | Finish final research reports and presentations | ALL FINAL RESEARCH PROJECTS DUE 5/10 AT 11:59 PM!! |