

**Appendix 2
Hampton University
Department of English
Fall 2003**

English 218 – Applied Communication

Section: Eng 218-01

MWF 1-1:50 p.m., AR239

Credits: 3

Instructor: Judith M. Davis

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Office hours: MWF 9-11 a.m.

TR 10-11:30

T 2-3 pm.

TechComm Web: <http://www.bedfordstmartins.com/techcomm>

Blackboard: <http://hamptonu.blackboard.com>

Course description and objectives:

English 218 is an advanced composition course designed to further develop the writing strategies learned in English 101 and 102 and to provide instruction and practice in the most frequently used types of business and technical communication, including memoranda, business letters, resumes, instructions, proposals, and analytical reports. Includes basic principles of document design and elementary graphics.

Students will continue to refine their personal writing processes (including prewriting, organizing, drafting, revising, and editing techniques) and will learn how to apply these processes to a variety of “real world” situations. Students will:

1. Describe how technical communication differs from other forms of communication.
2. Analyze and refine individual writing processes to adapt to various purposes, audiences, formats, and work settings.
3. Describe and apply principles of collaboration, audience analysis, and corporate ethos.
4. Write and edit a variety of print, oral, and electronic documents, including letters, memos, instructions, web pages, recommendation reports, and proposals.
5. Describe, analyze, and apply inductive and deductive methods of logic and development.
6. Demonstrate effective technical research strategies, evaluate print and electronic sources, and document sources using APA style.
7. Apply principles of effective graphic design, including use of text, white space, and visuals.

Prerequisites: Successful completion of English 101 and 102 (grade of C or better).

Texts and materials:

- Markel, Mike. Technical Communication. 7th ed. Boston: Bedford, 2004
- 2 pocket folder
- loose leaf or clean edge notebook
- college level dictionary
- 2, 1.44MB disks
- colored pen (not black, blue, or green)

Requirements and grading:

Assignment	Percentage	Due Date	Objectives
Preliminary drafts, exercises, Quizzes, memos and oral report	25%	various	1,2,3,4,5,6,7
Final document portfolio	65%	final exam	
Resume and cover letter	10%	9/22	1,2,4,5
Instructions/procedures	10%	10/6	1,2,3,4,7
Web project	15%	10/29	1,2,3,4,7
Formal proposal	10%	11/13	1,2,3,4,5,6,7
Formal investigative report	15%	12/5	1,2,3,4,5,6,7
Memo of transmittal	5%	final exam	1,2,4,5,7
Attendance and participation	10%		

Since this is an advanced composition course, final documents should reflect careful, polished, professional-level editing and presentation. Students with significant difficulty using standard written English should plan to visit the Writing Technology Laboratory early and often and/or see me during office hours.

Tentative Course Schedule

Week 1 Introduction to the course, projects and materials. Review of the writing process. Diagnostic evaluation. Read Ch. 1- 3.

Week 2 Ethos, audience and the workplace. Project 1 assigned. Introduction to correspondence. Introduction to resumes and cover letters. Bring job ad, current resume and preliminary draft of cover letter. Read: Chap. 5, 15, 16

Week 3 Peer review of resumes and cover letters. Introduction to computer resources. Introduction to technical editing and style. Grammar review. Read: Ch 11 and Appendices B,C, and D.

Week 4 Introduction to collaborative writing. Introduction to instructions, procedures, and specifications. Introduction to document design. Using definition. Read: Ch. 4, 9, 20 and 13

- Week 5 Project 2. Peer testing and evaluation. More on technical editing and document design. Read Ch. 10 and 14.
- Week 6 Introduction to web organization and display. Read Ch. 21.
- Week 7 Researching and designing web projects.
- Week 8 Work on web projects
- Week 9 Introduction to persuasion, information management and report writing. Read: Ch. 6-8. Introduction to proposal writing. Introduction to information gathering and primary and secondary source research. Library orientation. Read: Ch 17 and 22.
- Week 10 Peer review of proposals.
- Week 11 Technical editing, use of graphics, and APA style. Read: Ch. 12, 14, and Appendix A
- Week 12 Using visual displays. Introduction to oral presentation and visual design. Read: Ch 14 and 22
- Week 13 Oral presentations
- Week 14 Oral presentations
- Week 15 Final portfolio and exam.