ENC 2210: Technical Writing
CN: 10922

Instructor: Kimberly Williams
Email: kwilliams6@ufl.edu
Office Hours/Method: Wednesday 12:00-1:00pm at TUR 4413 (or zoom)
Class Meeting Days/Times: M,T,W,R,F | Period 5(2:00 PM - 3:15 PM)
She/her pronouns

Course Description

ENC 2210 Technical Writing is an introduction to technical and professional writing. This course presents students with practical information about communicating in various workplace environments and professional/technical discourse communities. Throughout the semester students will produce and analyze common technical writing genres, including emails, letters, resumes, memos, reports, proposals, technical descriptions, technical definitions, technical manuals, and proposals. Students will work toward understanding how to analyze and react to rhetorical situations each genre and writing situation presents, including issues of audience, organization, visual design, style, and the material production of documents.

Online class meetings provide students with the opportunity to participate in ongoing discussions about assigned readings and writing projects, to work closely with the instructor, to work with peers in writing and revision workshops, and to collaborate with peers on projects. Because we produce workplace communications collaboratively as well as individually, ENC 2210 emphasizes both collaborative and individual writing projects.

Objectives

This course confers General Education credit for either Composition (C) or Humanities (H). This course also fulfills 6,000 of the university's 24,000-word writing requirement (WR).

This course confers General Education credit for Composition (C), and also fulfills 6,000 of the university's 24,000-word writing requirement (WR).

Composition courses provide instruction in the methods and conventions of standard written English (grammar, punctuation, usage), as well as the techniques that produce effective texts. Composition courses are writing intensive. They require multiple drafts submitted to your instructor for feedback before final submission.

Course content should include multiple forms of effective writing, different writing styles, approaches and formats, and methods to adapt writing to different audiences, purposes and

contexts. Students should learn to organize complex arguments in writing using thesis statements, claims and evidence, and to analyze writing for errors in logic.

The University Writing Requirement (WR) ensures students both maintain their fluency in writing and use writing as a tool to facilitate learning. To receive Writing Requirement credit, a student must receive a grade of C or higher and a satisfactory completion of the writing component of the course. This means that written assignments must meet minimum word requirements totaling 6000 words.

General Learning Outcomes

At the end of this course, students will be expected to have achieved the following learning outcomes in content, communication, and critical thinking:

- **Content:** Students demonstrate competence in the terminology, concepts, theories, and methodologies used within the academic discipline.
- **Communication:** Students communicate knowledge, ideas, and reasoning clearly and effectively in written and oral forms appropriate to the discipline. Students will participate in class discussions throughout the semester to reflect on assigned readings.
- **Critical Thinking:** Students analyze information carefully and logically from multiple perspectives, using discipline-specific methods, and develop reasoned solutions to problems.

Required Texts

Richard Johnson-Sheehan, *Technical Communication Today, 6th Ed.* ISBN 9780134433981

Grading & Course Credit Policies

Grading for this course will be rigorous because of the summer schedule. However, I am here to help with course flow and also guidance for extensions. Please visit office hours, email me, and keep in steady communication. The writing assignments for this course are designed to meet the minimum requirements of the University Writing Requirement credit. To satisfy this requirement, **every** assignment's word count must be fulfilled. **Submitted assignments short of the minimum word count will receive zero credit**. Keep in mind that I offer extensions, so stay in contact with any difficulties.

Grading Scale

A	4.0	93-100	930-1000		C	2.0	73-76	730-769
A-	3.67	90-92	900-929		C-	1.67	70-72	700-729
B+	3.33	87-89	870-899		D+	1.33	67-69	670-699
B	3.0	83-86	830-869		D	1.0	63-66	630-669
B-	2.67	80-82	800-829		D-	0.67	60-62	600-629
C+	2.33	77-79	770-799		E	0.00	0-59	0-599

Assignment Descriptions (Total Points Possible: 1000)

1. **300 words/50 points Mixtape Memo:** You are a new employee at a record label and need to introduce yourself. Compose a professional memo that provides 3-5 songs that describes your life and identity (values, culture, local, language).

2. **600 words/200 points Multi-step Job Application:** This assignment includes various exercises that prepare you for job composition, interviews, and submission. You will research and find your dream job announcement and respond accordingly.
   a. **250 words/50 career autobiography:** Using the *Marketable Skills* document, write an autobiographical career statement discussing your career journey, goals, and marketable, transferable skills.
   b. **250 words/50 points Cover Letter**: Write a business template letter aligning your career aspirations, career qualifications, and "job fit" to a specific job description.
   c. **1-2pages/50 points Resume**: Write a comprehensive resume detailing your professional skills, experiences, and accomplishments.
   d. **2-3 minutes/50 points Career Pitch**: Write and present a brief pitch to introduce your personal, academic, and professional skillset to job prospects for interviews and career fairs.

3. **1000 words/150 points UX Design Streaming Website**: Critically analyze and rate a streaming website. Rate its usability, accessibility, color, design and more. This will include outside references and comparison to other streaming platforms.
4. **1000/200 points Blogging:** Write a blog entry about a contemporary, job/professional related topic (I will give multiple options) with references, graphics, and other multimedia elements.
5. **2000 words/250 points UF Gator Handbook**: This is a collaborative project where you will create a University of Florida student survival handbook. This a multi-step assignment and includes the following:
   a. **250 words/15points Proposal**: This document introduces the subheadings, group delegations, outside resources, and beginning ideas.
   b. **500 words/50 points Snapshot:** This document includes an excerpt of the handbook for peer revision.
   c. **150 words/50 Presentation outline and Formal Presentation**: This document will foreground the professional presentation. The formal presentation includes the collective pitching their handbook and discussing its importance similar to an orientation meeting.

6. **1100/20 points 4 Short Responses**: This includes short homework responses to questions and peers.

7. **60 points Peer Review:** This includes virtual peer review with a handout and in-text citations.

8. **70 points in-class assignments, discussion board posts, and participation:** This ranges from in and out of class discussions and activities.

Class Policies

Course Policies:
1. You must complete all assignments to get credit for this course.
2. *Attendance:* After 4 unexcused absences, you run the risk of failing the course. For me to excuse your absence, you will need to email me beforehand. It is essential to keep in contact and share how I may help. I want you to succeed in this course! Excused absences are consistent with university policies in the undergraduate catalog and require appropriate documentation. Please note, it is your responsibility to gather missed work from a peer when you are absent. For further information, please consult this link: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

3. *Concerning issues that might affect your progress:* If you experience any kind of hardship that affects your progress during the class, which include financial or health-related issues, email me as soon as possible.
4. Email responses and civility: Please email me about class matters through Canvas, and whenever you send me an email during the week wait at least 24 hours for a reply. Emails received during the weekend will be answered on Monday.
5. *Classroom behavior:*
    a. Participation will be required and will affect your grade. This includes being an active, engaged learner and also a generous peer reviewer and group member.
    b. Any prejudiced or generally disrespectful comments made during the class will not be tolerated. Respect will ensure our class runs smoothly and will keep the discussion focused.
    c. *UF's policy on Harassment*: The University of Florida is committed to providing a safe educational, working, and residential environment that is free from sexual harassment or misconduct directed towards any and all members of the community: https://titleix.ufl.edu/policy-statement/
6. *Paper Format and Submission:* All assignments will be submitted on Canvas.
7. *Late Papers/Assignments:* Late work will not be graded unless you inform by email me at least 24 hours before the assignment is due. Reach out and stay with steady communication for extensions and help.
8. *Paper Maintenance Responsibilities.* Keep duplicate copies of all work submitted in this course. Save all returned, graded work until the semester is over.
9. *Academic Honesty and Definition of Plagiarism.* UF students follow The Honor Pledge: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: 'On my honor, I have neither given nor received unauthorized aid in doing this assignment.'" The Honor Code (https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions.>

From the UF Student Honor Code:

A Student must not represent as the Student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:
    a. Stealing, misquoting, insufficiently paraphrasing, or patch-writing.
    b. Self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.
    c. Submitting materials from any source without proper attribution.

d. Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author.

10. Students with *disabilities* who are requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/), which will provide appropriate documentation to give your instructor early in the semester.

11. *Students who are in distress* or who are in need of counseling or urgent help: please contact umatter@ufl.edu or 352-392-1575 so that a team member can reach out to you. UF's Counseling and Wellness Center offers additional support: 352-392-1575, or contact them online: https://counseling.ufl.edu/

12. For information on UF Grading policies, see: https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

13. *Grade Appeals*. In 1000- and 2000-level courses, students may appeal a final grade by addressing appeals to administrative assistant Carla Blount at cblount@ufl.edu. Grade appeals may result in a higher, unchanged, or lower final grade.

14. *Course Evaluations.* Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. Toward the end of the semester, you will receive email messages requesting that you do this online: https://gatorevals.aa.ufl.edu/

COVID Statement: In response to COVID-19, the following recommendations are in place to maintain your learning environment, to enhance the safety of our in-classroom interactions, and to further the health and safety of ourselves, our neighbors, and our loved ones. If you are not vaccinated, get vaccinated. Vaccines are readily available and have been demonstrated to be safe and effective against the COVID-19 virus. Visit one.uf for screening / testing and vaccination opportunities.   If you are sick, stay home. Please call your primary care provider if you are ill and need immediate care or the UF Student Health Care Center at 352-392-1161 to be evaluated. Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work.

A	Follows ALL instructions specific to the assignment description • Generates and elaborates on original ideas relevant to the course content • Assignment provides evidence to support claims • Assignment incorporates source material appropriately and effectively • Assignment displays clear organizational forethought • Assignment is free of rhetorically unaware grammatical, stylistic, and/or technical errors
B	• Follows most instructions specific to the assignment description • Incorporates and elaborates ideas relevant to the course content • Assignment provides evidence to support most of its claims • Assignment incorporates source material appropriately • Assignment has an identifiable organizational structure • Assignment contains rhetorically unaware grammatical, stylistic, and/or technical errors
C	• Follows some instructions specific to the assignment description • Incorporates ideas relevant to the course content • Assignment provides evidence to support some of its claims • Assignment incorporates source material • Assignment has an identifiable organizational structure • Assignment contains rhetorically unaware grammatical, stylistic, and/or technical errors
D	• Follows very few instructions specific to the assignment description • Incorporates ideas irrelevant to the course content • Assignment provides little to no evidence to support its claims • Assignment incorporates no (or very little) source material • Assignment has an unclear organizational structure • Assignment contains distracting and rhetorically unaware grammatical, stylistic, and/or technical errors
E	• Follows very few instructions specific to the assignment description • Incorporates ideas irrelevant to the course content • Assignment provides little to no evidence to support its claims • Assignment incorporates no (or very little) source material • Assignment has an unclear organizational structure • Assignment contains distracting and rhetorically unaware grammatical, stylistic, and/or technical errors

Schedule of Classes and Assignments

Date	Reading	Assignments Due
	Week 1: What is Technical Writing?	
M 6/27	**Introduction to the Class**	
T 6/28	**Chapter 1: Technical Communication in the Entrepreneurial World**	
W 6/29	**Chapter 6: Emails, Letters and Memos**	
R 6/30	**Continued Discussion of Emails, Letters and Memos**	
F 7/1	**Chapter 5: Starting Your Career**	**Mixtape Memo DUE**
	Week 2: Utilizing Technical Writing to Land the Perfect Job	
M 7/4	**No Class**	
T 7/5	**Chapter 5: Starting Your Career continued…**	**Autobiographical Exercise**
W 7/6	**Cover Letter**	
R 7/7	**Chapter 19: Revising and Editing for Usability**	
F 7/8	**Peer-Review of Job Application Packet**	**Rough Draft of Job Application Packet**
	Week 3: Technical Language and Writing for Different Audiences	
M 7/11	**Chapter 21: Writing for the Internet 594-611**	**Final Draft of Application Packet**
T 7/12	**Chapter 17: Designing Documents and Interfaces**	**Streaming Choice and Evaluation**
W 7/13	**Why do Streaming Sites Suck so Badly? Design Principles to Combat Extremism**	**Streaming Outline**
R 7/14	**UX in-class activities**	

F 7/15	**Peer-Review of UX Assignment**	**Rough Draft of UX Streaming Design**

Week 4: Self-Assessment & Project Proposal

M 7/18	**Chapter 13: How to Be Persuasive & Blogging Introduction**	**UX Streaming Final**
T 7/19	**Blogging Library Research**	
W 7/20	**Counterarguments and Rhetorical Triangle (under FILES section)**	**Prompt Outline**
R 7/21	**Flash Presentations**	**References and Multimedia**
F 7/22	**Peer Review for Blogging Assignment**	**Peer Review**

Week 5: Project Proposal

M 7/25	**Chapter 11: Presenting and Pitching your Ideas**	**Blogging Assignment**
T 7/26	**Student Handbook activity**	
W 7/27	**Proposal work in-class**	
R 7/28	**Chapter 18: Creating and Using Graphics**	**Proposal**
F 7/29	**Research day**	**Outline**

Week 6: Introduction to Public Writing

M 8/1	**Revising and Editing**	
T 8/2	**Chapter 20: Presenting and Pitching Your Ideas**	**Snapshot**
W 8/3	**Writing day**	
R 8/4	**Presentation day**	
F 8/5	**Presentation day**	**Final Handbook**

Citations: Texas University and Cristovao Nwachukwu