

Professional Writing

The Professional Writing specialization addresses an area of critical importance – clearly communicating information. The program is intended for those who wish to gain professional writing skills to help them find employment, and those who wish to improve their writing

skills to gain promotions or explore new career directions. Graduates of this program will be able to clarify technical concepts for a wide range of audiences, especially non-technical ones.

Requirements for the Specialization

18 credits required. No courses may be used to fulfill two objectives.

Intended Outcome	Learning Activity	Evaluation
1. Interact with clients in order to produce their documents.	<p><i>Follow a sequence of activities, under supervision, to produce a document, starting with an initial interview and progressing to a final document. Take one course.</i></p> <p>ENGL-X49 Cooperative Education Program in Arts and Sciences 3 ENGL-437 Technical Writing Practicum 3</p>	<p>1. Review of completed documents by teacher.</p> <p>2. Acceptance of document by client.</p> <p>3. Client evaluation of writer as having adequately performed at all stages in the sequence—use questionnaire.</p>
2. Design documents for effective arrangement of page elements. Learn basic principles of document design.	<p><i>Under supervision of a teacher, determine design needs of particular documents and produce the documents. Take one course.</i></p> <p>ENGL-435 Writing Technical Manuals 3 ENGL-XXX Document Design 3</p>	<p>1. Review of completed design by teacher.</p>
3. Use various strategies to research information in depth.	<p><i>Structured sequence of activities that teach students the strategies to use in order to find and evaluate material to use in documents. Take one course.</i></p> <p>ENGL-346 Research Reporting 3 ENGL-207 Writing for the Media 3</p>	<p>1. Evaluation of writing by teacher—oral, exercises.</p> <p>2. Presentation of final document by writer.</p> <p>3. Teacher evaluation of adequate performance at all stages in the sequence—observations.</p>
4. Adapt, direct and produce information for a particular audience.	<p><i>Structured sequence of activities that train students in concepts of audience adaptation and develop flexibility in adapting to audience. Take one course.</i></p> <p>ENGL-320 Business Writing 3 ENGL-343 Rhetoric of Technology 3 ENGL-361 Hypertext Writing 3 ENGL-371 Advanced Rhetoric 3 ENGL-388 Writing Multimedia 3 ENGL-415 Technical Writing 3</p>	<p>1. Teacher evaluation that student has conceptual knowledge of adapting for an audience—tests, exercises.</p> <p>2. Teacher evaluation that student has flexibility in adapting for an audience—exercises.</p>
5. Organize and present written material in a clear, concise manner.	<p><i>Structured sequence of activities that train students in organizing for a particular audience situation. Take one course.</i></p> <p>ENGL-245 Creative Writing 3 ENGL-247 Critical Writing 3 ENGL-361 Hypertext Writing 3 ENGL-388 Writing Multimedia 3</p>	<p>1. Teacher evaluation that student has acceptable conceptual knowledge of organization and concise presentation—exercises.</p> <p>2. Teacher evaluation that student has flexibility in presenting different organizations—exercises.</p>
6. Produce information according to business and industry standards of style.	<p><i>Structured sequence of activities that train students in style concepts and flexibility. Take one course.</i></p> <p>ENGL-225 Copy Editing and Preparation 3 ENGL-340 Structure of English 3</p>	<p>1. Teacher evaluation that student has acceptable level of conceptual knowledge of style—tests, exercises.</p> <p>2. Teacher evaluation that student has acceptable style flexibility—exercises.</p>