

F/W 2022-23

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| AP/WRIT 4003 3.0 | Organizational/Corporate Writing Capstone |
| Course Director: | Name: Marlene Bernholtz Office: ZOOM Ext. (416) 736-5134 – message e-mail: mbrnhltz@yorku.ca other information: Tuesdays 5:30-6:30pm; Wednesdays 12:30 – 1:30pm; otherwise by appointment |
| Time: | Tuesday: 2:30-5:20 |
| Delivery Format: | <input type="radio"/> ONLINE/REMOTE – ZOOM Class meeting – link in eclass. |
| Description: | <p>This course offers fourth year students in the Professional Writing Program the opportunity to build on the skills and apply the rhetorical theories and concepts acquired in WRIT 3003 to direct experience writing for an institution or organization that requires new or improved documents, newsletters, promotional literature, reports, etc. Students operate as a consultancy firm, working with members of the York community (internal and/or external) to develop client relationships, while performing needs assessments, developing proposals, planning, producing, editing and publishing materials in both print and digital media. Issues related to audience, community, persuasion, ethics, and language use become meaningful as students make strategic decisions to achieve effective communication in an experiential context. The course will implement problem-driven, enquiry-based learning techniques, blended with structured components involving client visits, guest speakers, mini-lectures, and open discussion, as well as online collaboration and/or reflection. Direct instruction is provided through the textbook and lectures, but the onus will be on students to analyze and discuss materials and to apply theories and concepts to case studies and ongoing projects. In the second term, students will be responsible for developing and delivering seminars on specific communication issues.</p> <p>Evaluation</p> <ul style="list-style-type: none"> • Practicum Project(s) Work 40% Ongoing, throughout the term (2 progress reports per term (5% each); Project deliverables; client presentations, professionalism). • Integrated Reflection 30% Once per term (15% each) • Team Facilitated Learning Experience (TFLE) 10% As assigned, delivered in second term • Case Study Quizzes 20% As assigned (10% each) <p>Grading: All assignments will be marked out of 10. Submit hard copy submissions in class + upload e-versions to Turnitin on eClass.</p> |
| Historical Requirement: | PRIOR TO FALL 2009: Course credit exclusions: AP/EN 3800 6.00, AP/EN 4800 6.00 (prior to Fall/Winter 2004-2005). |

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| Requirements: | Prerequisite: AP/WRIT 3003 3.00 or AP/WRIT 3710 6.0. |
| Reading List: (Subject to change: check with instructor/York bookstore before purchasing) | Required Texts 1. Stan P. Klimowicz - Organizational Communication: Principles and Practices in Canadian Business, ISBN 017625191X 2. Joseph M. Williams and Joseph Bizup, Style: The Basics of Clarity and Grace 5th Edition, (Pearson Canada, 2015) ** This text is your reference for clear, concise writing. Read it and apply the principles to all your writing assignments. 3. Other readings as assigned. |
| Open To: | ENPR/PRWR Majors, minimum 84 credits earned. |