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AP/PRWR 4003 A
Organizational Writing Practicum
Fall 2023

Meeting Information

Tuesday
2:30PM-5:30PM
VH 2000

Instructor Information

Christopher Morris, PhD
Assistant Professor
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Writing Department, Faculty of LA&PS
Ross Building, S378 (office hours by appt)

Course Description

From the course calendar: This practicum offers students direct experience applying rhetorical theories and concepts to writing for institutions/organizations requiring new or improved documents, newsletters, promotional literature, etc. Students develop client relationships with the York community (internal and/or external) while performing needs assessments, developing proposals, planning, producing, editing and publishing materials, and managing delivery in both print and digital media. Prerequisites: AP/WRIT 3003 3.0 or AP/WRIT 3710 6.0.

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 work 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.

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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 assigned readings and lectures, but the onus will be on students to analyse 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.

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Learning Goals & Outcomes

At the completion of this course, students will be able to:

- Create meaningful needs assessments, and to interpret results into as set of appropriate rhetorical exigencies
- Execute effective decisions regarding genre, style, language and tone for a variety of audiences and communication purposes
- To recognize and implement appropriate strategies for planning, developing and delivering solutions to the client communication needs, employing effective rhetorical strategies and devices
- Use a variety of technology to plan, write, and edit material
- Deliver and receive constructive feedback in a productive way
- Demonstrate the ability to work independently and collaboratively to set goals and achieve results
- Develop and maintain positive and productive client relationships
- Make strategic decisions regarding time and budget management

Coursework

Assignments and projects are worth a total of 100 points:

Process Work
- 4 Presentations: 20 pts (5 pts each)
- 11 Discussion Questions: 22 pts (2 pts each)

Projects
- Emails Project: 9 pts
- Mission Statement Project: 9 pts
- Genre Analysis: 15 pts
    - Proposal (5 pts)
- Communication Audit: 15 pts
    - Proposal (5 pts)
- Critical Media Analysis: 10 pts
    - Proposal (4 pts)

Assignment descriptions:

Presentations: group presentations in which students describe and reflect upon completed projects and key concepts; ranging from 10-30 min

Discussion Questions: critical reflections and summaries of weekly readings; 4-6 questions, at least 6 sentences per response to each question

Emails and Mission Statements: students draft and edit groups of sample emails and mission statements

Genre Analysis: group project in which students conduct a 8-10-page genre analysis on two organizational writing genres

Communication Audit: group project in which students conduct a 12-15-page communication audit of an organization/firm

Critical Media Analysis: group project in which students conduct an 8-10-page analysis of how organizational writing is depicted in film/TV

Proposals: each project requires students to submit 2-3-page proposals to instructor for topic/process approval

Required Texts

All assigned and required texts will be provided by instructor via eClass.

Grades and Grading Scheme

Except for courses taken under the pass/fail option, courses in the undergraduate Faculties represented in this publication are graded according to the following scale. The grade point values are used to compute averages. For information regarding the pass/fail option regulations, refer to the grading information available in your Faculty's section of the Undergraduate Calendar.

Note: only courses taken at York University are included in the grade point averages. The percentages indicated are not part of the official grading scheme and are meant only to be used as guidelines. The letter-grade system is the fundamental system of assessment of performance in undergraduate programs at York University.

GRADE	GRADE POINT	PER CENT RANGE	DESCRIPTION
A+	9	90-100	Exceptional
A	8	80-89	Excellent
B+	7	75-79	Very Good
B	6	70-74	Good
C+	5	65-69	Competent
C	4	60-64	Fairly Competent
D+	3	55-59	Passing
D	2	50-54	Marginally Passing
E	1	(marginally below 50%)	Marginally Failing
F	0	(below 50%)	Failing

Late Work

It is expected that assignments will be turned in on time. Failure to do so will result in lower grades. Late assignments will not be accepted and will receive a zero (0) grade. Grade may be given for emergency situation. For any unforeseen circumstance, such as: sickness, accident, death in the family,

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etc., please contact instructor *prior to any known event or immediately afterward (within 48 hours) with verifiable document or evidence.* **You must complete all assignments**.

Other Course Policies

All students are expected to familiarize themselves with the following information:
- Student Rights & Responsibilities
- Academic Accommodation for Students with Disabilities

Please also review the following course policies:

Academic Integrity

As a student at York University, you have a responsibility to both understand and uphold the integrity of the academic experience. The Faculty of Liberal Arts & Professional Studies supports the International Center for Academic Integrity's definition of academic integrity. That is, you will be committed to acting in all academic matters, even in the face of adversity, with honesty, trust, fairness, courage, respect, and responsibility. Here is how you can demonstrate academic integrity in the completion of this course:
- **Respect the ideas of others**: Your course work should represent your own knowledge and ideas. You should not falsely claim credit for ideas that are not your own, by presenting another's work as yours. If you are quoting, paraphrasing, or summarizing another person's work in order to support your own ideas, identify the work and the author through proper citation practices. For more information about how to cite properly, use the Student Papers and Academic Research Kit (SPARK). You can improve your writing, research, and personal learning abilities through the Learning Commons, or by visiting the Writing Centre or ESL Open Learning Centre.
- **Respect your peers**: Know when you are allowed to collaborate. Ask your instructor about what group work entails when it comes to the sharing of work. In test situations and assignments, don't steal or give answers to your peers, whether in-person or online (e.g., in group chats and/or on third-party content-sharing websites, such as Chegg, Course Hero, etc.). Both cheating and aiding in a breach of academic honesty are violations of York University's academic honesty policy.
- **Respect your course instructor(s)**: Understand what your instructors are asking of you in class, as well as on assignments, tests and/or exams. If you are unsure, ask your professor or teaching assistant. They are committed to making you feel supported and want to assess you fairly and with integrity. Please do not submit the same piece of work for more than one course without your instructor's permission. That can be considered an act of cheating.
- **Respect yourself**: When you act with integrity, you know that your work is yours and yours alone. You do not allow others to take tests for you. You do not buy or otherwise obtain term papers or assignments. You do the work. As a result, you know that

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you *earned* the grades that you receive, so you can be proud of your York degree. By acting with integrity in your course work, you are also practising a valuable professional skill that is important in all workplaces.

- **Take responsibility**: If you have acted in an academically dishonest way, you can demonstrate courage and take responsibility for your mistake. You can admit your mistake to your course instructor as soon as possible.

Students who engage in academic dishonesty can be subject to disciplinary action under the *Senate Policy on Academic Honesty*. Your lack of familiarity with the Senate Policy does not constitute a defense against its application. Some academic offences can also constitute offences under the Criminal Code of Canada, which means that you may also be subject to criminal charges.

Accessibility

While all individuals are expected to satisfy the requirements of their program of study and to aspire to achieve excellence, the University recognizes that persons with disabilities may require reasonable accommodation to enable them to perform at their best. The University encourages students with disabilities to register with Student Accessibility Services to discuss their accommodation needs as early as possible in the term to establish the recommended academic accommodations that will be communicated to Course Directors through their Letter of Accommodation (LOA).

Please let your instructor know as early as possible in the term if you anticipate requiring academic accommodation so that we can discuss how to consider your accommodation needs within the context of this course. Sufficient notice is needed so that reasonable steps for accommodation can be discussed. Accommodations for tests/exams normally require three (3) weeks (or 21 days) before the scheduled test/exam to arrange.

Religious Observance Accommodation

York University is committed to respecting the religious beliefs and practices of all members of the community, and making reasonable and appropriate accommodations to adherents for observances of special significance. Should any of the dates specified in this syllabus for course examinations, tests, or deadlines conflict with a date of religious significance, please contact the instructor within the first three (3) weeks of class. If the date falls within the formal examination periods, you must complete and submit a Religious Accommodation for Examination Form at least three (3) weeks before the start of the exam period.

Intellectual Property

Course materials are designed for use as part of this particular course at York University and are the intellectual property of the instructor unless otherwise stated. Third-party copyrighted materials (such as book chapters, journal articles, music, videos, etc.) have either been licensed

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for use in this course or fall under an exception or limitation in Canadian copyright law. Students may not publish, post on an Internet site, sell, or otherwise distribute any course materials or work without the instructor's express permission. Course materials should only be used by students enrolled in this course.

Copying this material for distribution (e.g., uploading material to a commercial third-party website) may lead to a charge of misconduct according to York's *Code of Student Rights and Responsibilities*, the *Senate Policy on Academic Honesty*, and/or legal consequences for copyright violations.

Student Conduct in the Learning Environment

York University is committed to fostering teaching and learning environments that are free of disruptive and/or harassing behaviour, are physically safe, and conducive to effective teaching and learning. Students and instructors are expected to maintain a professional relationship characterized by courtesy, civility, and mutual respect and to refrain from actions disruptive to such a relationship. Individuals who fail to adhere to such standards and who violate University or public law may be subject to disciplinary action by the University.

For more information, see the policies on Disruptive and/or Harassing Behaviour in Academic Situations and Student Conduct and Responsibilities, as well as the *Code of Student Rights & Responsibilities*.

Netiquette for eClass and Online Learning

Students and instructors have a joint responsibility to create and maintain a welcoming and inclusive learning environment. All students are expected to conduct themselves in accordance with the *Code of Student Rights and Responsibilities*. Please review and familiarize yourself with behaviours that support "netiquette" in virtual classrooms by consulting the Student Guide to eLearning.

Student Notice of Recording for Online Teaching and Learning

Activities for this course involve recording, in partial fulfillment of the course learning outcomes. Images, audio, text/chat messaging that have been recorded may be used and/or made available by the University to students enrolled in the course and those supporting the course for the purpose of materials review, for assessment, etc. Recordings will be managed according to the University's Common Record Schedule and will be securely destroyed when no longer needed by the University. Your personal information is protected in accordance with York University's *Guidelines on Access to Student Records and Protection of Privacy* and the *Freedom of Information and Protection of Privacy Act*. Access to online materials, including

recordings or live meetings, is subject to York University's *Senate Policy on Computing and Information Technology Facilities*.

The University will use reasonable means to protect the security and confidentiality of the recorded information, but cannot provide a guarantee of such due to factors beyond the University's control, such as recordings being forwarded, copied, intercepted, circulated, disclosed, or stored without the University's knowledge or permission, or the introduction of malware into computer system which could potentially damage or disrupt the computer, networks, and security settings. The University is not responsible for connectivity/technical difficulties or loss of data associated with your hardware, software, or Internet connection.

By engaging in course activities that involve recording, you are consenting to the use of your appearance, image, text/chat messaging, and voice and/or likeness in the manner and under the conditions specified herein. In the case of a live stream recording, if you choose not to have your image or audio recorded, you may disable the audio and video functionality. If you choose to participate using a pseudonym instead of your real name, you must disclose the pseudonym to your instructor in advance to facilitate class participation.

You are not permitted to disclose the link to/URL of an event or an event session recording or copies of recording to anyone, for any reason. Recordings are available only to authorized individuals who have been directly provided the above instructions/link for their use. Recordings for personal use, required to facilitate your learning and preparation of personal course/lecture notes, may not be shared with others without the permission of the instructor or event coordinator, and may not be published, posted, linked to, or otherwise made available online, including on social media feeds, even if those feeds are private.

Student Support and Resources

To help you succeed academically, York University offers a wide range of resources and services. Everything from writing workshops and peer mentorship to wellness support and career guidance is available to fulfill our LA&PS students' needs. Explore the links below to access these on-campus resources:

- Academic Advising is available to provide students support and guidance in making academic decisions and goals.
- Student Accessibility Services are available for support and accessibility accommodation when required.
- Student Counselling, Health & Wellbeing offers workshops, resources, and counselling to support your academic success.
- Peer-Assisted Study Sessions (PASS) Program provides student study sessions for students to collaborate and enhance their understanding of course content in certain courses.

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- [Student Numeracy Assistance Centre at Keele (SNACK)](#) supports students in courses involving math, stats, and Excel.
- [The Writing Centre](#) provides multiple avenues of writing-based support including drop-in sessions, one-to-one appointments, a Multilingual Studio, and an Accessibility Specialist.
- [ESL Open Learning Centre (OLC)](#) supports students with building proficiency in reading, writing, and speaking English.
- [Learning Skills Services](#) provides tips for time management, effective study and learning habits, keeping up with coursework, and other learning-related supports.
- [Learning Commons](#) provides links to supports for time management, writing, study skills, preparing for exams, and other learning-related resources.
- [Roadmap to Student Success](#) provides students with timely and targeted resources to help them achieve academic, personal, and professional success.
- [Office of Student Community Relations (OSCR) i](#)s responsible for administering the *[Code of Student Rights & Responsibilities](#)* and provides critical incident support.
- [goSAFE](#) is staffed by York students and can accompany York community members to and from any on-campus location, such as the Village Shuttle pick-up hub, parking lots, bus stops, or residences.

For a full list of academic, wellness, and campus resources visit [Student Support & Resources](#).