

CMN 200

The Craft of Professional Writing

1. Course Description

This course introduces students to genres and styles of professional writing across organizations and industries. Considering the planning, process, and production of communication texts in professional and creative settings, topics include the variety of written professional texts, audience analysis, message purpose, selection of medium and channel, the editing/revision process, and collaborative writing. This course gives students creative and conceptual tools to develop theoretical and strategic approaches to professional writing. **Lab 3 hrs.**

Note: This course is available only to Professional Communication students

2. Course Objectives & Learning Outcomes

- Plan, develop, and produce texts in a variety of written professional communication genres
- Assess and adapt genres for different organizational audiences and objectives
- Identify and develop personal and professional styles
- Deliver and accept critique effectively
- Edit/revise documents effectively

3. Topics Covered

- 3.1 The writing process
- 3.2 Career portfolio preparation
- 3.3 Networking and job searching
- 3.4 Routine messages
- 3.5 Analysis and argumentation
- 3.6 External business relationships
- 3.7 Reports
- 3.8 Social media, the individual and the organization
- 3.9 Collaborative writing

4. Teaching Method

4.1. Workshops and Lectures

This is a process-based, portfolio assessment course. In this course students will engage in class discussions, work on assignments, and examine issues related to professional writing. Students are expected to participate in frequent in class writing activities and so will require a pen and paper or other note-taking devices.

4.2. Graded Assignments

Evaluation will include class participation, student-instructor interviews, and written assignments as part of ongoing portfolio development.

5. Course Materials

5.1. Textbooks

Sundararajan, Binod & Linda Macdonald. *Lean, Ethical Business Communication*. Toronto: Oxford UP, 2017. ISBN: 9780199011216 (Text available hard copy and/or digital e-book.)

6. Course Policies

6.1. University Policies

Students are required to adhere to all applicable university policies found in their Online course shell in D2L and the [Course Outline Policies](#).

6.2. Print and Digital Copying Guidelines:

Ryerson University complies with [Canada's Copyright Act](#) which protects both creators/owners and users of copyrighted materials. Students should familiarize themselves with [Ryerson's Copyright policies and procedures](#), and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.

6.3. Turnitin.com

Turnitin.com is a plagiarism prevention and detection service to which Ryerson subscribes. It is a tool that helps instructors determine the similarity between student work and the work of other students who have submitted papers to the site (at any university), Internet sources, and a wide range of books, journals and other publications. While it does not contain all possible sources, it gives instructors some assurance that students' work is their own. No decisions are made by the service; it generates an "originality report," which instructors must evaluate to judge whether something is plagiarized.

Students agree by taking this course that their written work will be subject to submission for textual similarity review to Turnitin.com. All submitted papers will be included as source documents in the Turnitin.com reference database

solely for the purpose of comparing the similarity of such papers. Use of the Turnitin.com service is subject to the terms-of-use agreement posted on the Turnitin.com website. **Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with their instructor to make alternative arrangements.** Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if the instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

6.4. Email Communication

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

6.5. Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

7. Ryerson's Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the [Courses @ Ryerson Privacy and Security website](#).