

ENGL 2210 – Professional and Technical Communication

Fall 2023

3 credits

Online 8 Week Course

Instructor: Liz Axelrod, MFA

Email: laxelrod@unm.edu

Drop-in Hours: Monday 3:00 – 4:00 pm

Zoom link for drop-in hours: <https://unm.zoom.us/j/97424526891>

My office: UNM Valencia 113CU7

COURSE DESCRIPTION

English 2210 focuses on how to write and design the kinds of documents that are typically used in the professional workplace. The assignments for this class require students to create documents that are based on the needs of their readers. To create these documents, students will consider the type of research to conduct as well as the appropriate structure, writing style, and page layout to use. Assignments include creating professional letters, memos, instructions, proposals, and analytical reports. English 2210 assignments focus on the following:

- composing documents for workplace situations that relate to students' professional interests, with an emphasis on elements of design
- ethical considerations related to communication in the workplace
- writing for multicultural and international audiences
- working with a team of writers
- using technology

English 2210 focuses on analyzing rhetorical situations and responding with appropriate genres and technologies; you will be writing for workplace situations, using both text and visual design to convey your messages. This class meets New Mexico Lower-Division General Education Common Core Curriculum Area I: Communications (NMCCN 1113). (EPW).

Prerequisite: ENGL 1120 or ACT English =>29 or SAT Evidence-Based Reading and Writing =>700.

COURSE OUTCOMES

Throughout the semester in English 2210, you will progress toward the following **nine** Student Learning Outcomes (SLOs):

1	Project Planning	Plan, research, and compose technical documents in teams and individually relative to the lifecycle process for technical documents.
2	Project Analysis	Work to identify readers for technical documents and the contexts in which those documents exist, with an emphasis on how technical documents are best composed by and for specific global, diverse, and multicultural situations. Also understand how technical documents can occupy and respond to social justice and community service contexts.

3	Content Development	Understand how genre conventions impact writing strategies, and use contextual information to place specialized information into an appropriate technical genre.
4	Organizational Design	Practice strong research skills with primary and secondary sources in order to generate appropriate content for technical documents. Generate strong research questions and develop clear research methodologies for your work
5	Written Communication	Compose clear prose that is stylistically responsible, avoids errors, and pays attention to readability for audiences.
6	Visual Communication	Understand and practice general visual design principles by developing user-friendly data displays including charts, tables, infographics, line graphics, and presentations.
7	Reviewing and Editing	Across media and contexts, learn informed stylistic choices, text-revision for user-centeredness, and avoidance of common misspellings and mechanical errors.
8	Content Management	Gain foundational knowledge of the organization and management of complex and extensive digital and textual information and receive an introduction to information architecture, web content management, and social networking.
9	Production and Delivery	Develop confidence in presenting information using a variety of modes and delivered in various media, including web content, paper, oral presentation, and video. Become cognizant of the best principles for delivery so that you may apply your work seamlessly to emerging technologies.

TECHNICAL SKILLS

In order to participate and succeed in this class, you will need to be able to perform the following basic technical tasks:

- Use Canvas (<https://canvasinfo.unm.edu/students/index.html>)
- Use email – including attaching files, opening files, downloading attachments
- Copy and paste within applications including Microsoft Office
- Open a hyperlink (click on a hyperlink to get to a website or online resource)
- Use Microsoft Office applications
 - Create, download, update, save and upload MS Word documents
 - Create, download, update, save and upload MS PowerPoint presentations
 - Create, download, update, save and upload MS Excel spreadsheets
 - Download, annotate, save and upload PDF files
- Be open to using software programs that may be new to you. **While these aren't required, you may want to use different programs to design your projects.**

TECHNICAL REQUIREMENTS

- Access to a computer (laptop, desktop, iPad, etc.), basically something that you can use to access the online class and complete your work.
- A high speed internet connection is highly recommended.
- Supported browsers include: Internet Explorer, Firefox, and Safari.
- Any computer capable of running a recently updated web browser should be sufficient to access your online course. However, bear in mind that processor speed, amount of RAM and Internet connection speed can **greatly** affect performance. Many locations offer free high-speed Internet access including [UNM's Computer Pods](#).
- For using the Kaltura Media Tools inside Canvas, be sure you have downloaded and installed the latest version of [Java](#) and [Mozilla Firefox](#). They may not come preloaded.
- Microsoft Office and Adobe products are available free for all UNM students (more information on the UNM IT Software Distribution and Downloads page: <http://it.unm.edu/software/index.html>)

For external Canvas Technical Support: Click the “Help” icon at the bottom of the left-hand sidebar in Canvas.

TEXTBOOKS REQUIRED

Practical Strategies for Technical Communication – by Tiffani Tijerina Tamara, Powell Jonathan, Arnett Monique, Logan Cassandra Race. Contributors: David McMurrey, Steve Miller, Cherie Miller, Megan Gibbs, Jennifer Nguyen, James Monroe, Lance Linimon

This is an OPEN EDU (Free) Resource Text book. There will be a copy of the book in our course module and you can access and download a PDF here: <https://alg.manifoldapp.org/projects/open-technical-communication>

EXPECTATIONS

Workload. Due to the online format of this class, students must be self-motivated and attentive to the details to stay on track. ENGL 2210 requires a lot of writing, technology usage, information design, drafting, revision, and peer review. This is not a lecture course. Students will fall behind if they do not stay on top of the writing and reading assignments. Please recognize that most college courses expect two to three hours of work outside the class for each credit hour. Since this is an Eight Week class, we will be moving fast through the work – keep up as best you can and make sure to put the hours in so you can get the very best grade possible.

Netiquette. Additionally, students are expected to follow the guidelines of netiquette. Netiquette refers to a set of guidelines in online communication that help to ensure positive interactions. In this case specifically, these guidelines seek to keep this online class a positive learning environment for everyone. <https://canvasinfo.unm.edu/students/intro-to-canvas/netiquette.html>

Drop Policy. It is your responsibility to keep up with all coursework. If any student fails to complete any tasks or assignments required within a **two-week period**, the instructor reserves the right to drop that student. ***This means that if a student does no work within a two-week period, the instructor may drop that student.*** In terms of the add / drop date at the beginning of the term, if a student does not log in to the course in the first two weeks of class, that student may be dropped from the course. **This course falls under all UNM Policies for last day to drop courses. Please see the UNM catalog for more details.**

Response Time. Students will have a reasonable amount of time to respond and complete all required work depending on the difficulty and specific requirements of each assignment. In return, your instructor will respond to emailed concerns within 24 hours from Monday through Friday between 9am and 4pm MT. Feedback on projects may be provided in a variety of media including through text, video / audio clips, and screenshots; all graded coursework will occur through the course platform. I will also provide feedback and / or grades on coursework within two weeks from the turn-in date (14 days).

UNM email must be used to transmit all correspondence. Remember, emails are not informal discourse; please use proper business format for all correspondence especially when sent electronically. The UNM system has built in SPAM filters that oftentimes block external accounts such as AOL and Yahoo.

POLICIES

Class Participation. We will have discussion boards in this class that require your participation. Make sure you respond to peers according the directions in the discussion boards.

Students who participate in university-sanctioned activities and / or who will be unable to meet the first-week participation requirements for a particular section should move to another section where their activity schedules will not interfere with their English 2210 obligations (students can freely switch sections during the drop / add period of the semester). We have asked advisors across campus to help students enroll in appropriate sections. If you think that this course may conflict with a university-sanctioned activity in which you are involved—athletics or the debate team or another—please email me immediately.

Late and Missing Work. I cannot accept late work on discussion boards or peer review. These are considered participation, and your work in these boards directly has an effect on others in the class; therefore, it is important to post in these sections on time. For assignments besides discussion boards or peer review, in the event of an emergency, exceptions can be made on case-by-case basis. If the UNM Canvas system is down for a scheduled maintenance, late work will be accepted. In the case of emergencies that bar you from turning in any assignment(s) on time, email me **as soon as possible before or after the emergency**, and we can work out an alternative.

Public Nature of the Classroom. Please consider all writing for this class to be "public." Part of becoming an effective writer is learning to appreciate the ideas and criticisms of others; in this course, our purpose is to come together as a writing community. Remember that students will often be expected to share writing with others. Avoid writing about topics that you may not be prepared to subject to public scrutiny or that you feel so strongly about that you are unwilling to listen to perspectives other than your own. Additionally, the feedback that is provided is intended to help improve your writing; be open to the suggestions from other writers.

Student Behavior. The rules and regulations of the University of New Mexico "Code of Conduct" will be followed in our classroom. Any behavior that is unbecoming, which is inappropriate in a collegiate atmosphere, will result in your dismissal from this class. While I support academic freedom, I expect businesslike behavior; therefore, students may not use offensive language in any forum of our class. Please do not disclose any knowledge of criminal activity, as I am obligated to report it. An instructor may withdraw a student from a course when the student's behavior disrupts the educational process under these rules and regulations.

ASSIGNMENTS

Multimodal Composition. One aspect of this course that might be different is the fact that you will be creating multimodal projects. This means that I'm asking you to create something besides a traditional, text-based essay. Multimodal texts “exceed the alphabetic and may include still and moving images, animations, color, words, music and sound” and consist of web pages, films, and podcasts, in addition to print-image hybrids such as brochures or blogs (Takayoshi and Selfe 1). You will have options as far as what medium and technology to use. If you wish to create your project in a different medium than the ones I have suggested, or to use different software than what I have suggested, please contact me. I'm open to your ideas.

During the semester, you will learn to craft your writing through multiple drafts. You will also learn to write in many genres and mediums, ultimately learning to choose your genre and medium in response to the needs of the audience and the purpose of the document.

The major assignments within this course include the following:

Assignment #1: Instructional Video. For this assignment, you will create instructions for a task. As our textbook explains: “Instructions describe how to perform a specific task. They typically describe how to assemble a product or do something step-by-step.” Similarly, you will create a multimodal video that walks your audience through something you know how to do, step-by-step.

Assignment #2: Formal Complaint and Response Letters, with social media accompaniment. For this assignment, you will engage with a few examples of problematic public-facing media content (from product packaging that is racially offensive to televised commercials that rely on long held biases); you will write a complaint letter from the vantage of a consumer, complaining to the corporate entity about that stereotype or demonstration of inherent bias against community members. Then, you will write a response, as if you are the company, publication, or app that produced the original offending content. Finally, from the perspective (again) of the complainant, you will compose a series of social media posts, a complaint video for social-media posting, or other social media multimodal component.

Assignment #3: Proposal and Presentation. For this assignment, you will write a formal proposal that aims to solve (or help solve) an issue within a local community. Your project will both describe the problem and outline your solution / proposition. You will also create a presentation to supplement the written proposal.

Portfolio. The portfolio is a major project in this class where you will account for your learning in the course. For each project, you will reflect on three different Student Learning Outcomes (SLOs), telling me how the project helped you learn those outcomes. You'll write a paragraph for each outcome, and by the end of the course, you'll have written a solid paragraph for each one. These reflections will be housed in the portfolio. You must include all three projects you create in this course in order to pass the portfolio. The portfolio will be designed in Google Sites, Weebly, Wix, WordPress, Squarespace, Adobe Portfolio, or another free website builder. It will be completely electronic in nature. It will also feature a bio / personal statement and résumé that you will compose near the end of our course.

PARTICIPATION

If you have trouble meeting the deadlines, please contact me at least a week before the project is due (or as soon as possible) so we can come up with a solution or an extension together. Use your UNM email to contact me and explain the trouble you might be having (technology, time management, etc.).

Please keep in mind that all work, including the following participatory work, is to be turned in through Canvas. If you have trouble uploading your documents to Canvas, email me directly, and I will help you upload the document.

For each project (except the portfolio), you are required to participate in two rounds of feedback:

Peer Review. Writers need thoughtful feedback on their work if they are to improve their writing skills. For each writing project, you will engage in peer review, responding to your peers’ projects (see the peer review prompt regarding instructions on how to give this feedback). I’ve labeled the peer review spaces “Peer Review Discussion Board,” and there’s one of these discussion boards for each project. You’ll upload your project here and give feedback to your peers in this same space.

Final draft. Your final round of feedback will be from me. In order to turn in each project, you’ll add the project to your portfolio and submit the URL to me. I will give you feedback and suggestions on how to improve your project. For each project, you **MUST** write reflections for three designated Student Learning Outcomes (SLOs); these reflections will be housed in the portfolio. There is a video explaining this in Week 2 of the course, so make sure to watch it carefully. For each project, you will also write Project Memorandum Reflections. Information on these is contained in the course as well.

OTHER PARTICIPATION REQUIREMENTS

POINTS BREAKDOWN

Discussion Board Posts (includes initial posts and responses to peers)	11 at 20 points each + 3 at 35 points + 1 at 50 points = 305
Journals	3 at 20 points each = 60
Project #1: Instructions	100
Project #2: Formal Complaint / Response Letter with Social Media Component	100
Project #3: Proposal / Presentation	100
Final Portfolio, including bio / personal statement, résumé, and Final Course Reflection Memo	400
Total	1065

GRADE SCALE

Letter grade value ranges are as follows:

A+ 97-100+%	B+ 87-89.9%	C+ 77-79.9%	D+ 67-69.9%	F 0-59.9%
A 93-96.9%	B 84-86.9%	C 74-76.9%	D 64.66.9%	
A- 90-92.9%	B- 80-83.9%	C- 70-73.9%	D- 60-63.9%	

ENGL 2210/CORE WRITING POLICIES

Plagiarism. Plagiarism is a form of theft. It is grounds for failing the course. Plagiarism occurs when a writer uses someone else's phrasing, sentences, or distinctive insights without giving proper credit. Be sure to acknowledge your sources! In this age of downloadable papers, remember that turning in work that, in whole or in part, is not your own is also plagiarism. When in doubt about quotation, citation, or acknowledgment of sources, see me for help.

Core Writing plagiarism policies and procedures

"Plagiarism" is a type of academic dishonesty. It occurs when writers deliberately use another person's language, ideas, or materials and present them as their own without acknowledging the source. Every first-year writing class covers plagiarism in great detail, so there is little excuse for failing to understand what constitutes plagiarism or the consequences that will result.

Types of plagiarism. Plagiarism can include any of the following:

- Failing to quote material taken from another source.
- Failing to cite material taken from another source.
- Submitting writing that was written by another person or for another class.
- Submitting writing that was substantially edited by another person.
- Using writing from another class for this class.

Possible consequences. The instructor decides the academic consequence to be imposed, depending on the seriousness of the violation. Sanctions include the following:

- Adequately redo or revise the assignment in question;
- Fail the assignment in question;
- Be dropped from the class with a W; or
- Fail the class.
- Be subject to more severe sanctions imposed by the Dean of Students.

All students who plagiarize will be reported to the Dean of Students, who maintains a file of past plagiarism cases. The instructor may use the Dean of Students Adjudication form or simply direct a memo to the Judicial Affairs Specialist, Dean of Students Office. The UNM Student Code of Conduct also addresses Academic Dishonesty at <http://pathfinder.unm.edu/policies.htm#studentcode>.

Academic Misconduct. You should be familiar with UNM's [Policy on Academic Dishonesty](#) and the [Student Code of Conduct](#), which outline academic misconduct defined as plagiarism, cheating, fabrication, or facilitating any such act.

CAPS Writing and Language Center. CAPS is the Center for Academic Program Support where you can receive help with each project. They urge you to make appointments well in advance so that you can make sure to receive help. They are located on the third floor of Zimmerman Library. (505) 277-7205. <https://caps.unm.edu/>

Copyright Issues

All materials in this course fall under copyright laws and should not be downloaded, distributed, or used by students for any purpose outside this course.

Credit-Hour Statement

This is a three credit-hour course delivered in an entirely online modality over 8 weeks during the Fall 2023 semester. Please plan for a *minimum* of 18 hours per week to learn course materials and complete assignments.

UNM POLICIES

Accommodations

I can make appropriate accommodations that will support you in this class by collaborating with you and the [Accessibility Resource Center](#). It is important that you take the initiative to inform me of your accommodations needs, as I am not legally permitted to inquire. In accordance with University Policy 2310 and the Americans with Disabilities Act (ADA), academic accommodations may be made for any student who notifies the instructor of the need for an accommodation. Students who may require assistance in emergency evacuations should contact the instructor as to the most appropriate procedures to follow.

Title IX: Gender Discrimination

Our classroom and our university should always be spaces of mutual respect, kindness, and support, without fear of discrimination, harassment, or violence. Should you ever need assistance or have concerns about incidents that violate this principle, please access the resources available to you on campus. Please note that, because UNM faculty, TAs, and GAs are considered "responsible employees" by the Department of Education, any disclosure of gender discrimination (including sexual harassment, sexual misconduct, and sexual violence) made to a faculty member, TA, or GA must be reported by that faculty member, TA, or GA to the university's Title IX coordinator. For more information on the campus policy regarding sexual misconduct, please see: <https://policy.unm.edu/university-policies/2000/2740.html>.

Link to UNM Libraries: <http://library.unm.edu>

Student Health & Counseling (SHAC) Online Services: <http://online.unm.edu/help/learn/support/shac>

COVID-19 Health and Awareness

UNM is a mask friendly, but not a mask required, community. To be registered or employed at UNM, Students, faculty, and staff must all meet UNM's [Administrative Mandate on Required COVID-19 vaccination](#). If you are experiencing COVID-19 symptoms, please do not come to class. If you have a positive COVID-19 test, please stay home for five days and isolate yourself from others, per the [Centers for Disease Control \(CDC\) guidelines](#). If you do need to stay home, please email me; I can work with you to provide alternatives for course participation and completion.

UNM faculty and staff know that these are challenging times. Please let me know if you need support so that I can connect you to the right resources. Please also be aware that UNM will publish information on websites and email about any changes to our public health status and community response.

Support:

If you are having active respiratory symptoms (e.g., fever, cough, sore throat, etc.) AND need testing for COVID-19; OR If you recently tested positive and may need oral treatment, call [SHAC](#).

[LoboRESPECT Advocacy Center](#). (505) 277-2911 can offer help with contacting faculty and managing challenges that impact your UNM experience.

Contact me via email (laxelrod@unm.edu) or Canvas messaging or in office/drop-in hours. Or Contact the UNM-Valencia Equal Access Services (Sarah Clawson, Coordinator), at (505) 925-8840 or by email at sjclawson@unm.edu, Or Accessibility Resource Center (<https://arc.unm.edu/>) at <mailto:arcsrvs@unm.edu> (505) 277-3506.