

**Instructor:** Jason Palmeri

**Class:** Denney Hall 312, Monday and Wednesday 11:30-1:18 (We may move to Denney 343 or 308. Check sign on door for location changes.)

**Office Hours:** Monday 1:30-3:30 and Wednesday 10:30-11:30 (other times, both CMC and F2F, are available by appointment)

**Office:** Room 569, Denney Hall (also check Denney 324)

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## **Professional Communication in a Digital Age: Rhetoric, Ethics, and (Universal) Design**

Communication plays a central role in the contemporary workplace. In this course, you will learn how to work individually and collaboratively to create persuasive and informational communications, which will enable you to achieve your goals in the various organizations (corporate, governmental, and civic) that you will inhabit throughout your life. In addition to learning how to produce traditional document genres and oral presentations, you will also learn how to create digital media compositions, which blend images, words, and/or sounds. Making time for critical reflection, we will situate our production of professional communications in terms of current theories (rhetoric, usability, genre) and social trends (globalization, social responsibility, universal design).

In this course, you will learn to:

- Analyze rhetorical situations (audience, purpose, context, genre) and adapt your communication choices to them.
- Understand and apply foundational professional communication concepts (ex: reader benefits, usability, positive emphasis, rhetorical appeals, style, editing).
- Gain a basic familiarity with visual design principles.
- Develop skills in project management and collaboration.
- Revise communications in response to feedback from multiple stakeholders.
- Employ multimodal communication strategies to inform and persuade audiences with diverse abilities and learning styles.
- Interrogate the ethical, social, and material implications of professional communication practices in a postmodern global economy.
- Consider ways in which professional communication practices can reinforce and/or subvert social hierarchies of disability, race, class, sexuality, gender, and nationality.
- Manipulate and critically reflect upon digital composing technologies (for creating print and on-line texts).
- Explore how professional communicators can create texts which persuasively integrate words, images, and sounds.

## Classroom Policies

1. Attendance: Your successful completion of this course and development as a business writer is dependent on your active and continual attendance. Thus, each unexcused absence (after two) will result in the lowering of your final grade by one-third. Excused absences with documentation (i.e. illness, family tragedy, religious observance, or inter-collegiate athletics) will not affect your grade. **Please note that five unexcused absences will automatically result in failure for the course.**
2. Lateness: Two late arrivals (more than five minutes) will equal one unexcused absence.
3. Student Work: I expect that all assignments will be handed in on time. Any late assignments will be lowered by one letter grade each day it is late. To receive full credit on an assignment, you must turn in each assigned draft. If you fail to turn in an assigned first draft, your final grade will be lowered by one letter.
4. Cell phones must be turned off. The computers in the classroom are for academic use only. Checking email and instant messaging are NOT permitted.
5. Readings: All reading assignments are due on the day listed on the course schedule. To receive credit for participating actively in class, you must have done the assigned reading.

## Accessibility / Accommodations / Abilities

We all have varying abilities; we all carry various strengths and weaknesses. Some of these might even be “documented” with a place like the OSU Office for Disability Services (ODS). If so, please just let me know. With or without documentation, it is my intent to make our learning experience as accessible as possible. With documentation, I am especially interested in providing any student accommodations that have been determined by the student and an ODS counselor in advance. Please let me know NOW what we can do to maximize *your* learning potential, participation, and general access in this course. I am available to meet with you in person or to discuss such things on email. The Office for Disability Services is located at 150 Pomerene Hall, 1760 Neil Avenue, phone 292-3307 (TDD 292-0901). See: <http://www.ods.ohio-state.edu>

## Required Materials

- 1) Locker, Kitty O. *Business and Administrative Communication (Sixth Edition)*
- 2) PDF Coursepack (available on WebCT)
- 3) IX Visual Exercises CD Rom
- 4) Portable digital storage (CD-RW, DVD-RW, flash drive).

## Assignments / Grade Breakdown

*Note:* Detailed assignments will be posted on WebCT.

Persuasive Document: 15%

Document (Re)Design: 15%

Group Presentation: 15%

Informational Document: 10%

Midterm: 15%

Group Digital Media Project: 20%

Participation: 10%

## Course Schedule

*Note:* This course schedule may be modified throughout the quarter. I will notify you of all changes in-class and via email (and will update the on-line syllabus accordingly).

### **6/21: Introduction:**

### **6/23: Rhetorical Foundations I**

*Reading:* BAC Chapters 2 and 3

### **6/28: Rhetorical Foundations II**

*Reading:* BAC p. 211-228

### **6/30: Revising and Editing**

*Reading:* BAC Chapter 4

*Due:* Persuasive Document I

### **7/5: No Class**

### **7/7: Visual Rhetoric: Principles & Technologies**

*Reading:* Visual Exercises CD-Rom (lessons 1-5); Non-Designer's Design Book (selections TBA)

### **7/12: Persuasion / Usability / Design I**

*Reading:* Visual Exercises CD Rom (lessons 6-9); "Usability Testing" Barnum (PDF Coursepack)

**7/14: Persuasion / Usability / Design II**

*Reading:* “Don’t Make Me Think,” Krug (PDF Coursepack)

*Due:* Revision of Persuasive Document II

**7/19: Developing Presentations: Multimodality and Interactivity**

*Reading:* BAC Chapter 16

*Due:* Document (Re)Design

**7/21: Presentation Preparation Workshop**

**7/26: Presentations: Diversity, Universal Design, and Collaboration**

*Due:* Group Presentations

**7/28: Presentations: Globalization, Ethics, and Social Responsibility**

*Due:* Informational Documents

**8/2: Midterm**

**8/4: Workplace Writing and/as Project Management**

*Reading:* BAC 230-231, 352-367

**8/9: Digital Media Workshop**

*Due:* Revision of Informational Document

**8/11: Digital Media Workshop**

*Due:* Group Progress Report and Meeting Minutes

**8/16: Digital Media Workshop**

**8/18: Digital Media Workshop**

*Due:* Drafts of Digital Media Projects

**8/23: Digital Media Workshop**

*Due:* Group Progress Report and Meeting Minutes

**8/24: Wrapping Up / Showing Projects (During Final Exam Period)**

**8/26: Final Digital Media Projects Due by midnight**