



LJWL Department/Point Loma Nazarene University

## **WRI 3065: Professional Writing**

3 Units / Spring 2024

**Tuesdays and Thursdays, 1:30pm to 2:45pm**

**Bond Academic Center (BAC) 156**

**Final Exam: Tuesday, April 30, 1:30 - 4pm**

<b>Instructor title and name:</b>	Professor: Annelise Jolley
<b>LJWL office and phone:</b>	Bond Academic Center / 619.849.2437
<b>Email:</b>	ajolley@pointloma.edu
<b>Office location and hours:</b>	BAC 123, 11:30 am - 1:30 pm Tuesday and Thursday (schedule meetings in advance via email)

### **PLNU MISSION: To Teach ~ To Shape ~ To Send**

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

## **COURSE DESCRIPTION**

Strategies for success in professional writing. Students will explore career options for vocational writing and produce personal and professional portfolios in preparation for starting a career path beyond graduation.

WRI 3065 is an undergraduate course designed to grow your ability to communicate well in a professional capacity, and to equip you to pursue a writing-related career after graduation.

We will study and practice a craft that blends critical thinking, transactional writing, uses of appropriate rhetoric, and common sense. You will hear from professional writers from diverse backgrounds and consider your own career path. You will also create personal and professional portfolios and workshop each other's drafts—an exercise that will teach you to evaluate writing with an eye not only for grammar and effective communication, but also for rigor in support, rhetoric, and aesthetic.

Finally, good writers are good readers; though we have a set handbook that covers the mechanics of effective business writing, we will also read various essays about the craft of writing.

### **WRI 3065 COURSE LEARNING OUTCOMES**

*Students who complete WRI 3065 will be able to:*

1. Identify appropriate transactional writing styles for specific professional situations.
2. Analyze professional writing to determine efficacy for target audience.
3. Craft a variety of transactional texts appropriate for audience and purpose.
4. Format texts in a genre-appropriate and professional manner for submission to workshop and publication.

### **WHY THIS CLASS?**

This class will help prepare you for a career, specifically in a writing-related field. The goal of the course is two-fold: first, to expand your imagination about different writing careers available, and second, to prepare you to write well in any professional setting. The assignments, activities, and readings are designed to make you a better critical thinker and writer—skills you can take from the classroom into many areas of your life. Being able to read, analyze, synthesize, and write effectively gives you agency in whatever field you may enter.

### **REQUIRED TEXTS**

1. Roman, Kenneth and Joel Raphaelson. *Writing that Works*. Harper Collins, 2000. ISBN: 9780060956431
  2. Additional essays will be made available on Canvas
- To lighten the cost of this class, I have placed additional readings on Canvas rather than constructing a course reader. You must read this material before class AND bring in printouts of the pages or a NON CELL PHONE device to read them on.
  - You will make physical copies of various pieces in your portfolios for the class to workshop.
  - Part of your grade will be printing out some essays/content on Canvas, annotating it, and turning them in to me.

## ACADEMIC REQUIREMENTS

Each of you will be responsible for preliminary drafts of writing assignments, copies of your own drafts submitted to your peers for workshop, written critiques of classmates' work, various reading and writing exercises that will aid our understanding of the discipline and craft of professional writing, two portfolios of your writing, and two presentations. Class time will be divided accordingly: lecture and discussion, guest visits and Q&A, small group workshop, exercises, and in-class writing.

## A NOTE ON THE SCHEDULE

I will be teaching the class through the end of March, at which point I will head out on maternity leave. Professor Robbie Maakestad will teach the final month of the course, beginning on April 2.

## ASSIGNMENTS

### Personal Portfolio (240 points total)

Think of the following assignments as components of a larger project:

- **Memo: Application Proposal (50 points):** A professional email memo explaining what specific job/internship/graduate program/etc. you are shaping your personal portfolio around.
- **Resume (90 points):** A polished, one-page resume, directed toward the job/internship/grad program of your choice.
- **Cover Letter (70 points):** You will write a cover letter to accompany your resume on a job application.
- **LinkedIn Profile (90 points):** Build a professional LinkedIn profile.

### Professional Portfolio (340 points total)

Think of the following assignments as components of a larger project:

- **Memo: Types of Professional Writing for Your Chosen Career (60 points):** A professional email memo that lists the types of writing done in your chosen career path. From that list you will put together your Proposal.
- **Proposal (80 points):** You will write a proposal outlining how you intend to choose material for and create your professional portfolio.
- **Two Writing Sample (200 points; 100 points each):** Your professional portfolio will be unique to you and your chosen career path. For example, if you are going into science, your professional portfolio might include a grant proposal (writing sample #1) and scientific protocol (writing sample #2). These pieces will be accompanied by a one-page introduction providing a detailed explanation about this writing sample, how it's used, the intended audience, and why it is important for your profession. It's up to you to decide what pieces of writing you're going to produce for your selected profession. You will workshop the first of these writing samples in a small group, and present the second writing sample to the entire class.

### **Workshop and Critiques (160 points total)**

- You will be divided into small groups to workshop one of your professional writing samples. Your peers will offer feedback on the piece you submit, and you will be responsible for offering feedback to other members of your workshop group.

### **Writing Sample Presentation (100 points)**

- You will present one of your professional writing samples to the class.

### **Final Presentation Exam (100 points)**

- You will present on one of the prompts created by Prof. Maakestad. Assignment details will be posted in Canvas.

### **In-Class Work and Participation (100):**

- Because writing is a process, you must engage in that process to get anything out of it; meaning, you must interact with the instructor and the other students in class and via email (when appropriate) as well as engage in the thinking/writing/drafting/revision process. All of you must talk and offer considered feedback in workshops to participate. Effective learning happens in a dynamic environment. Therefore, you must interact with the instructor and the other students regularly. If you wish to earn this grade, you must have a good attitude, engage with our guest visitors, read all of the readings, refrain from phone and laptop use outside of designated activities that call for use of a phone/laptop, and regularly contribute to class discussion. Make it your goal to come up with one good thought for every weekly module and share it.

**TOTAL = 1000 points**

### **HOW DO I PASS THIS COURSE?**

1. Participate regularly;
2. Do all the assignments;
3. Turn assignments in on time.

### **WRITER'S SYMPOSIUM**

Each spring PLNU hosts the [Writers Symposium by the Sea](https://www.pointloma.edu/2024writers), which brings premier writers to campus. Though not required for this course, attendance is highly encouraged if you take your writing and your career seriously. You can also earn extra credit by attending an event and submitting a short write-up. The evening events require you to purchase a ticket (\$5 per event with student code: STUDENT), and I'd recommend doing so ASAP since tickets can sell out. <https://www.pointloma.edu/2024writers>

## GENERAL COURSE POLICIES

### RESPECT

Respect for other students and your instructor in our classroom is essential to a healthy classroom dynamic. We may discuss ideas and concepts that challenge your current thinking, so we all must respect one another and be open to new ideas. Show courtesy to other students and your instructor.

### CANVAS

Throughout this course, students will be required to utilize Canvas to post homework responses, receive course grades, and access any changes to the schedule or assignments throughout the semester. If the schedule, readings, or assignments are updated, students will be notified well in advance via Announcements in Canvas.

### CANVAS SUPPORT

If you have questions about the content you find in my Canvas course or need clarification on assignment instructions please let me know. If you are unsure how to use any given feature in Canvas you will find the [Canvas Guides](#) to be a very helpful resource. If you cannot access something in my Canvas course or it appears that some part of the course is not working properly, please contact the Office of Instructional Technology for support at [oit@pointloma.edu](mailto:oit@pointloma.edu). Include specific information in the request (course ID, section, assignment or module name, etc.) to expedite the troubleshooting process. Screenshots are super helpful!

### PLNU EMAIL

Students must regularly check their PLNU email account for updates on assignments and scheduling.

### TECHNOLOGY

You are expected to refrain from using cell phones or other communication devices in the classroom. Use of laptops should be limited to times when I ask you to pull out your computers for in-class use and in-class writing. If used beyond these times, this will count against your participation grade.

### ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski) to generate ideas, but you are not allowed to use AI tools to generate content (text, video, audio, images) that will end up in any work submitted to be graded for this course. If you have any doubts about using AI, please gain permission from the instructor.

### ACADEMIC HONESTY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of

another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog.

### ATTENDANCE

In order to learn most effectively and get as much as you can out of this course, I expect regular attendance. Though attendance is not taken, if you want to improve your writing ability, attendance is key. **Attendance is required for workshops and presentation days. Absences on such days will null your workshop grade and also decrease your participation grade for the course.** Missed in-class work may not be made up. It is also your responsibility to get workshop drafts to and from those in your group.

### WORKSHOPS (AKA PEER REVIEW SESSIONS)

We will be reading and critiquing one another's written work in small groups. These peer critiques are called workshops. **Workshop participation, attendance, and written critiques are mandatory and graded.** As a professional writer, it is your responsibility to share feedback with your classmates just as they will be sharing feedback on your writing. Workshop should be a safe space where we work together to better one another's writing; thus, the amount of effort you put into commenting on the work of others should be just as much as you put into producing your own work. Workshop critique letter guidelines and expectations will be posted to Canvas.

### TURNING IN ASSIGNMENTS

All major assignments must be turned in on Canvas **before the class period** on the day they are due.

### PREPARATION

You will be expected to come to class prepared to discuss readings, share your work, and offer feedback on other students' work. Being prepared for each class is vital in creating a classroom that is conducive to learning—take notes on the assigned readings as this allows you to remember the material more fully. Back up your work as you're responsible for turning work in on the due dates. You are also expected to regularly check your PLNU email for updates to the schedule and assignments.

### LETTER GRADE GUIDELINES

A	B	C	D	F
A+ = 980-1000 points	B+ = 880-899 points	C+ = 780-799 points	D+ = 680 - 699 points	F = Fewer than 619 points

A = 920-979 points	B = 820-879 points	C = 720 - 779 points	D = 620-679 points	
A- = 900-919 points	B- = 800-819 points	C- = 700-719 points	D- = 600-619 points	

## DUE DATES

Assigned work will have a due date and you will be expected to meet this requirement. Missed in-class work may not be made up unless you have an excused absence. I will accept the major projects one class period late, but your paper will be penalized a letter grade for each day it is late (A→B as maximum grade). The major projects will NOT be accepted after a week past the due date and at that point the assignment scores as a 0. You must turn in all major projects to pass this course. Failure to do so will result in a grade of F.

## FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled days**. The final examination schedule is posted [here](#). No requests for early examinations or alternative days will be approved.

For this course, the final will be in-class presentations across the final week of regular class sessions and during the final exam period. See the “Modules” in Canvas for specific dates and times. Make sure that you will be able to attend all components of the final exam. **To receive your final portfolio grade, you must attend all final exam periods.**

## LOMA WRITING CENTER

The Loma Writing Center exists to help all members of the PLNU community cultivate transferable writing skills to engage their academic, professional, personal, and spiritual communities. We work toward this goal by conducting one-on-one consultation sessions, supporting writing education across the PLNU community, and participating in ongoing writing center research.

Getting feedback from the Loma Writing Center while you’re in the process of working on an assignment is a great way to improve the quality of your writing and develop as a writer. You are encouraged to talk with a trained writing consultant about getting started on an assignment, organizing your ideas, finding and citing sources, revising, editing for grammar and polishing final drafts, and more. For information about how to make in-person or online appointments, see [Loma Writing Center webpage](#) or visit the Loma Writer Center on the first floor of the Ryan Library, room 221.

## PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

### **PLNU ACADEMIC ACCOMMODATIONS POLICY**

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

### **SPIRITUAL CARE**

PLNU strives to be a place where students grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith. If you have questions, a desire to meet with the chaplain, or if you have prayer requests, you can contact the [Office of Student Life and Formation](#).

### **PERSONAL NEEDS**

Counseling is available in the Wellness Center for undergraduate students at PLNU. They are open Monday through Friday during the academic school year to offer morning, afternoon, and evening appointments. Please call (619) 849-2574 to schedule a counseling appointment.

### **LANGUAGE AND BELONGING**

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity,

gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

You may report an incident(s) using the [Bias Incident Reporting Form](#).

## SEXUAL MISCONDUCT AND DISCRIMINATION

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office at [pointloma.edu/Title-IX](http://pointloma.edu/Title-IX). Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at [counselingservices@pointloma.edu](mailto:counselingservices@pointloma.edu) or find a list of campus pastors at [pointloma.edu/title-ix](http://pointloma.edu/title-ix).

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## WRI 3065 COURSE SCHEDULE

### WEEK 1—Course Introduction

Tuesday, January 9                      Syllabus and Intro to Course

Thursday, January 11                      Writing That Works  
READING: *WW* Chapter 1 “Writing that Works”  
READING: *WW* Chapter 2 “Don’t Mumble...”  
**DUE: 1-2 questions for Career Services about resumes**

### WEEK 2—Choosing Career Paths pt. 1

Tuesday, January 16                      Guest Visit: Career Services (resumes)  
READING: *WW* Chapter 11 “Writing a Resume”  
READING: [Canvas] Bolles, *What Color Is Your Parachute*, Ch. 7  
**DUE: Draft of resume (bring paper copy to class)**

Thursday, January 18                      Memos and Petal Exercise, pt. 1  
READING: *WW* Chapter 4 “E-mail—the Great Mailbox in the Sky”  
READING: *WW* Chapter 5 “Memos and Letters...”  
**DUE: Memo: Proposal for Personal Portfolio**  
**DUE: 1-2 questions for Career Services about cover letters**

### **WEEK 3—Choosing Career Paths pt. 2**

- Tuesday, January 23      Guest Visit: Career Services (job search and cover letters)  
READING: *WW* Chapter 6 “Writing for an Audience”  
**DUE: Draft of cover letter (bring paper copy to class)**  
**1-2 questions for Kenzie Leas, LinkedIn expert**
- Thursday, January 25      Guest Visit: Kenzie Leas, HR Manager and LinkedIn expert  
**DUE: Draft of LinkedIn profile (be prepared to edit digitally)**

### **WEEK 4—Editing Yourself**

- Tuesday, January 30      Petal Exercise, cont.  
READING: *WW* Chapter 12 “Editing Yourself”  
READING: *WW* Chapter 13 “Making It Easy to Read”  
**DUE: Final Resume for Personal Portfolio**  
**DUE: 1-2 questions for MaryAnn Fearing**
- Thursday, February 1      Guest Visit: Mary Ann Fearing, Senior Publicist  
**DUE: 1-2 questions for Crystal Ellefsen**

### **WEEK 5—Selling It**

- Tuesday, February 6      Guest Visit: Crystal Ellefsen, marketing consultant & entrepreneur  
**DUE: Final cover letter for Personal Portfolio**
- Thursday, February 8      Query Letters and Pitching  
READING: *WW* Chapter 7 “Plans and Reports...”  
READING: *WW* Chapter 8 “Recommendations and Proposals...”  
**DUE: 1-2 questions for Hillary Richards**

### **WEEK 6—Your Public Face**

- Tuesday, February 13      Guest Visit: Hillary Richards, fundraising strategist and grant writer  
READING: *WW* Chapter 9 “Asking for Money”  
**DUE: Final LinkedIn Profile for Personal Portfolio**
- Thursday, February 15      Mini in-class presentations on Personal Portfolios  
**DUE: Email memo: Types of Professional Writing**  
**DUE: 1-2 questions for Sivani Babu**  
**OPTIONAL: Sign up for individual conference with Prof. Jolley**

### **WEEK 7—Designing a Proposal**

- February 20-23*      *Writers’ Symposium By the Sea = extra credit opportunities;  
attendance encouraged*
- Tuesday, February 20      Guest visit: Sivani Babu, journalist and magazine editor

	READING: [Canvas] Zachary Petit: "Pitch Perfect"
Thursday, February 22	NO CLASS; individual conferences with Prof. Jolley <b>DUE: Proposal for Professional Portfolio</b>
<b>WEEK 8—Craft Advice</b>	
Tuesday, February 27	Engaging the Senses, Avoiding Abstraction
Thursday, February 29	Overcoming Writer's Block: <i>Bird by Bird</i> and <i>The Artist's Way</i> <b>DUE: Professional Writing Sample #1 (for in-class workshopping)</b>
<b>WEEK 9—Spring Break</b>	
Tuesday, March 05	<b>SPRING BREAK—NO CLASS</b>
Thursday, March 07	<b>SPRING BREAK—NO CLASS</b>
<b>WEEK 10—Small Group Workshops</b>	
Tuesday, March 12	Small Group Workshops: Day 1 <b>DUE: Small group workshop critiques</b>
Thursday, March 14	Small Group Workshops: Day 2 <b>Sign up for writing sample presentations</b>
<b>WEEK 11—Writing Sample Presentations</b>	
Tuesday, March 19	In-class work session <b>DUE: Professional Writing Sample #2</b>
Thursday, March 21	Writing Sample Presentations
<b>WEEK 12—Writing Sample Presentations</b>	
Tuesday, March 26	Writing Sample Presentations <b>Last day with Prof. Jolley</b>
Thursday, March 28	<b>EASTER BREAK; NO CLASS</b>
<b>WEEK 13—TBD</b>	
Tuesday, April 02	<b>First day with Prof. Maakestad</b>
Thursday, April 04	Guest Visit: Geoff Ledford, Senior Strategist at EWI Worldwide
<b>WEEK 14—TBD</b>	
Tuesday, April 9	Guest Visit: Kerry Folan, Shore Lit

Thursday, April 11

Guest Visit: Anna Shults Held, Editorial Director at Scale Venture Partners

**WEEK 15—TBD**

Tuesday, April 16

Guest Visit: Darcy Gagnon, Digital Communications Specialist at Federal Aviation Association

Thursday, April 18

TBD

**WEEK 16—Final Presentations**

Tuesday, April 23

TBD

Thursday, April 25

**Mandatory Attendance: Final Presentation**

**WEEK 17—FINALS WEEK**

Tuesday, April 30

**1:30 - 4pm — Mandatory Attendance: Final Presentation**