

Course description

Descriptif du cours

Department : The English Department

Instructor (s): Aulaya Fourati, Sana Marouani, and Amel Bousetta

Academic year: 2021 - 2022

Level: 1st Year License

Course title: Professional Writing

Course outline:

COURSE OUTLINE FOR SEMESTER 1:

Week	Scope	Activity
Week 1	General introduction.	Students are introduced to the course in an interactive manner where they exchange what they already know about it.
Week 2	The Process of Professional Writing 1	<ul style="list-style-type: none">- Explain the link between Audience and Purpose.- Activity: In pairs, students design plans for their writing focusing on the previously explained link.
Week 3	The Process of Professional Writing 2	<ul style="list-style-type: none">- Present the stylistic characteristics of professional writing.- Activity: Compare two different types of texts in terms of audience, purpose, and style.

Week 4 – 5	Communication models – Business writing	<ul style="list-style-type: none"> - Discuss the theoretical bases of communication. - Introduce the 7 Cs of communication. - Specify what type of communication works best and when.
Week 6	Writing a curriculum vitae and an application letter	<ul style="list-style-type: none"> - Study models of a CV and a letter of application. - <u>Assignment:</u> Write a personal CV and a sample letter of application.
Week 7 – 8	Writing professional emails	<ul style="list-style-type: none"> - Study an example of a business email in terms of form and content. - Write a sample business email.
Week 9 – 10	Writing memos and minutes of meeting	<ul style="list-style-type: none"> - Study examples. - Write personalized memos and minutes of meeting that students exchange in class.
Week 11 – 12	The Business Report	<ul style="list-style-type: none"> - Discuss the characteristics of a business report based on an example. - Extract the plan. - Categorize the information presented. - Discuss the sources used to support that information.
Week 12	Planning the Business Report	<ul style="list-style-type: none"> - Design audience and purpose. - Present different techniques of data collection.
Week 13	In-class Test	<ul style="list-style-type: none"> - This test is to be taken by students in class and the date is to be fixed on appropriate time by the instructor.

Week 14	Test Correction	<ul style="list-style-type: none"> - Students are highly recommended to attend this session so as to know their mistakes and be able to avoid them in their future writings.
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COURSE OUTLINE FOR SEMESTER 2:

Week	Scope	Activity
Week 1	Review Session	<ul style="list-style-type: none"> - Reminder of the importance of the link between audience and purpose. - Review of the basics of effective communication.
Week 2	Different forms of texts.	<ul style="list-style-type: none"> - Study three different types of texts (oral, visual, and written) in terms of content and form. - Discuss their respective effects on the reader.
Week 3	Writing for the Public 1	<ul style="list-style-type: none"> - Study the requirements of writing for the public in terms of content and form.
Week 4	Writing for the Public 2	<ul style="list-style-type: none"> - Introduce the techniques of persuasion to be used when writing for the public. - Study an example of written communication for the public and discuss the persuasive techniques adopted.
Week 5	Public Speech analysis	<ul style="list-style-type: none"> - Study a sample speech in terms of content and purpose. - Discuss the persuasive techniques based on the selected audience.

Week 6	Writing a Public Speech	<ul style="list-style-type: none"> - Plan a public speech: design purpose, audience, and persuasive techniques. - Students write and deliver their speeches in class. - Discuss the delivered speeches.
Week 7	Advertising 1	<ul style="list-style-type: none"> - Study a variety of promotional activities. - Study the linguistic and persuasive strategies used in brochures, newspaper ads, ads on TV, radios, and the internet. - <u>Assignment</u>: write an advertisement.
Week 8	Advertising 2	<ul style="list-style-type: none"> - Prepare a brochure. - Select the event. - Select the audience. - Choose the linguistic and paralinguistic materials for persuasion. - Design budget. - HW: produce a brochure.
Week 9	Writing for the mass media	<ul style="list-style-type: none"> - Introduce the audience of the mass media. - Present the requirements of writing for the mass media.
Week 10	News writing and reporting	<ul style="list-style-type: none"> - Study the linguistic and ethical characteristics of reporting. - Play the role of a reporter. - Write a news report.
Week 11	Producing an article for the media 1	<ul style="list-style-type: none"> - Collect information. - Discuss different types of materials and how to use them.

		<ul style="list-style-type: none"> - Prepare a questionnaire/an interview. (Students work in groups)
Week 12	Producing an article for the media 2	<ul style="list-style-type: none"> - Choose a subject and restrict it. - Specify the audience. - Choose the form of the article. - Design the persuasive strategies. - Write the article.
Week 13	In-class Test	This test is to be taken by students in class and the date is to be fixed on appropriate time by the instructor.
Week 14	Test Correction	Students are highly recommended to attend this session so as to know their mistakes and be able to avoid them in their future writings.

Course objectives:

Upon successful completion of this course, students should be able to:

- Read and summarize written, oral, and visual communications in different fields.
- Analyze and discuss written and oral communications in terms of their usefulness, persuasiveness, and stylistic appropriateness.
- Conveniently present their views on the choices made by the writers or speakers.
- Produce written and oral texts for diverse audiences.
- Deal with visual material and know how to use them in oral and written communications.
- Recognize the characteristics of effective business writing and use them in producing written communications in the business field such as: letters, emails, memos, minutes, reports...
- Use technology to make effective presentations.
- Know how to conduct research using different types of data collection.
- Work within a team.

Method of evaluation:

Evaluation for this annual course consists in one assignment given in the form of homework and a final test to be taken in class for each semester. The date of the test is to be fixed by the instructor and the students will be informed about it on appropriate time. The final mark is the average between the assignment and the test's marks. This is an example:

Student Name	Assignment	Test	Final Mark
Mr/Ms.	12	10	11

References:

List of Readings:

Caroll B. Writing and Editing for Digital Media. 2018. Routledge, New York and London.

Dawson C. Practical Research Methods. 2002. howtobooks. British Library.

Kirkman J. & Turk C. Effective Writing: Improving Scientific, Technical and Business Communication. 2005. British Library.

Mizrahi J. "Writing for the Workplace. Business Communication for Professionals". 2015. Business Expert Press.

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"An Introduction to Formal Emails." Oxford University Press. 2008. Web. 24 September 2013.

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- David Cotton, David Falvey, Simon Kent , Market Leader: Upper Intermediate Business English Course Book, PEARSON Longman 2011

- John Rogers, Market Leader :Upper Intermediate Business English Practice File, PEARSON Longman 2011