Carleton University
Fall 2023
Department of English

ENGL/ALDS 3414 A: Introduction to Professional Writing and Editing

Prerequisites: third-year standing or permission of the instructor
Preclusions: N/A

Tuesdays and Thursdays, 10:05 to 11:25
Location: ***Please confirm on Carleton Central***
Format: In-person

Instructor: Kristen Hines
Email: kristenhines@cunet.carleton.ca
Phone: 613-698-6333
Office Hours: Tuesdays and Thursdays, 2:00–3:00pm on Zoom

September 6	Fall term begins
September 19	Last day for registration and course changes (including auditing) for the Fall term.
September 30	Last day to withdraw from Fall term with a full fee adjustment (financial withdrawal).
October 9	Statutory holiday. University closed.
October 23-27	Fall Break. No classes.
November 15	Last day for academic withdrawal from Fall term courses.
December 8	Last day of Fall term classes. Classes follow a Monday schedule. Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work. Last day for take-home examinations to be assigned.

Course description: This course will introduce students to a variety of careers within the related fields of writing and editing. Students will have the opportunity to develop their own writing and editing skills through short assignments, quizzes, and online class discussion. An experiential activity will enable students to explore careers in writing and editing and gain insights from professionals.

Learning outcomes:

At the end of this course students will be able to:

1. Evaluate various texts using appropriate professional terminology
2. Apply revision and editing techniques based on best practices

3. Describe, in depth, the core skills and activities of 1–2 professions within the related fields of writing and editing, as well as demonstrate a broad perspective of writing and editing careers
4. Identify and acknowledge their strengths and weaknesses as writers

Texts:
Readings will be available through Ares and on Brightspace.

Students will also choose, read, and review one book related to writing and/or editing from a list of suggestions posted on Brightspace.

Course calendar:

Week # – date	Topic	Activities and assignments
1 – Sept 7	Intro to course	
2 – Sept 12	Introduction to writing careers and industry terminology	Discussion board: Introduce yourself
2 – Sept 14	Communications writing and copywriting – Audience	Assignment 1 due Fri, Sept 15: Self-assessment
3 – Sept 19	Communications writing and copywriting – Persuasion	Readings Wk 3
3 – Sept 21	Communications (continued)	
4 – Sept 26	Journalism – Ethics and integrity	Readings Wk 4
4 – Sept 28	Journalism – Profiles and interviewing	Readings: Profiles
5 – Oct 3	Profiles and interviewing (continued)	
5 – Oct 5	Journalism – Argument	Readings Wk 5
6 – Oct 10	Argument (continued)	Readings: Book reviews
6 – Oct 12	UX writing – Writing small	Assignment 2 due Fri, Oct 13: Article critiques
7 – Oct 17	Technical writing – Delight and design	
7 – Oct 19	Technical writing (continued)	Assignment 3 due Fri, Oct 20: Bad information design
8 – Oct 23–27	**READING WEEK**	
9 – Oct 31	Writing for audiovisual media	
9 – Nov 2	Grammar refresher	Reading Wk 9 Assignment 4 due Fri, Nov 3: Online discussion – Narrative podcast reverse outline
10 – Nov 7	The evolution of language	Discussion board: Usage pet peeves
10 – Nov 9	Introduction to editing careers and industry terminology	**Book review due Fri, Nov 10**
11 – Nov 14	Structural editing	Readings Wk 11
11 – Nov 16	Structural editing (continued)	
12 – Nov 21	Stylistic editing	Readings Wk 12a
12 – Nov 23	Copyediting	Readings Wk 12b
13 – Nov 28	Copyediting (continued)	
13 – Nov 30	Proofreading	Readings Wk 13

		Quiz 1 due Fri, Dec 1 – Grammar and style
14– Dec 5	Editing your own writing	Readings Wk 14 Online discussion: Reflect on what you took away from this course
14 – Dec 7	Review of course	Quiz 2 due Fri, Dec 8 – Professional terminology
After classes end – Dec 22	Capstone project due	

Evaluation:
Participation: 20% (in person and online)*
Book review draft:10%
Short assignments: 4 × 5% = 20%; plus marks for on-time, correctly formatted submission totalling 5% of the total class grade across all assignments†
Quizzes: 2 × 5 % = 10%
Capstone project (take-home exam): 35% (book review revision – 10%; profiles – 25%)

*The participation mark comprises attendance and timely and considered online conversation.
†This means that I will not deduct marks from assignments that are submitted after the due date. Instead, each assignment will receive separate marks for on-time submission and proper formatting, which make up a mark that reflects professionalism.

For weeks that include an online discussion thread, early participation is encouraged. Students should aim to post by mid-week, and discussions should wrap up by Monday of the following week of classes. Students should check the boards at least 3 times per week, post at least once per week, and respond thoughtfully to the posts of at least 3 other students each week.

Submissions: Assignments are to be submitted through Brightspace, following the formatting instructions provided. Private instructor feedback will also be posted on Brightspace.

Grading rubric: Assignments will be evaluated against the following 5 equally weighted criteria: reflection, audience and tone, argument, organization, and mechanics.

Standing in a course is determined by the course instructor subject to the approval of the Faculty Dean. This means that grades submitted by the instructor may be subject to revision. No grades are final until they have been approved by the Dean.

Plagiarism
The University Academic Integrity Policy defines plagiarism as "presenting, whether intentionally or not, the ideas, expression of ideas or work of others as one's own." This includes reproducing or paraphrasing portions of someone else's published or unpublished material, regardless of the source, and presenting these as one's own without proper citation or reference to the original source. Examples of sources from which the ideas, expressions of ideas or works

of others may be drawn from include but are not limited to: books, articles, papers, literary compositions and phrases, performance compositions, chemical compounds, artworks, laboratory reports, research results, calculations and the results of calculations, diagrams, constructions, computer reports, computer code/software, material on the internet and/or conversations.

Examples of plagiarism include, but are not limited to:

- any submission prepared in whole or in part, by someone else, including the unauthorized use of generative AI tools (e.g., ChatGPT);
- using ideas or direct, verbatim quotations, paraphrased material, algorithms, formulae, scientific or mathematical concepts, or ideas without appropriate acknowledgment in any academic assignment;
- using another's data or research findings without appropriate acknowledgement;
- submitting a computer program developed in whole or in part by someone else, with or without modifications, as one's own; and
- failing to acknowledge sources through the use of proper citations when using another's work and/or failing to use quotations marks.

Plagiarism is a serious offence that cannot be resolved directly by the course's instructor. The Associate Dean of the Faculty conducts a rigorous investigation, including an interview with the student, when an instructor suspects a piece of work has been plagiarized. Penalties are not trivial. They can include a final grade of "F" for the course.

Statement on Student Mental Health
As a university student you may experience a range of mental health challenges that significantly impact your academic success and overall well-being. If you need help, please speak to someone. There are numerous resources available both on- and off-campus to support you.

Emergency Resources (on and off campus): https://carleton.ca/health/emergencies-and-crisis/emergency-numbers/

Carleton Resources:

- Mental Health and Wellbeing: https://carleton.ca/wellness/
- Health & Counselling Services: https://carleton.ca/health/
- Paul Menton Centre: https://carleton.ca/pmc/
- Academic Advising Centre (AAC): https://carleton.ca/academicadvising/
- Centre for Student Academic Support (CSAS): https://carleton.ca/csas/
- Equity & Inclusivity Communities: https://carleton.ca/equity/

Off Campus Resources:

- Distress Centre of Ottawa and Region: (613) 238-3311 or TEXT: 343-306-5550, https://www.dcottawa.on.ca/
- Mental Health Crisis Service: (613) 722-6914, 1-866-996-0991, http://www.crisisline.ca/

- Empower Me: 1-844-741-6389, https://students.carleton.ca/services/empower-me-counselling-services/
- Good2Talk: 1-866-925-5454, https://good2talk.ca/
- The Walk-In Counselling Clinic: https://walkincounselling.com

ACADEMIC ACCOMMODATION

You may need special arrangements to meet your academic obligations during the term. For an accommodation request the processes are as follows:

Informal accommodation due to short-term incapacitation: If you are temporarily incapacitated for medical or personal reasons, send me an email with a completed Self-Declaration for Academic Considerations Form as soon as you can, so that we can discuss reasonable accommodations. Please *do not include* any medical documentation in your email.

Pregnancy: write to me with any requests for academic accommodation as soon as possible after the need for accommodation is known to exist. For accommodation regarding a formally scheduled final exam, you must complete the Pregnancy Accommodation Form.

Religious obligation: write to me with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details click here.

Academic accommodations for students with disabilities: The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with learning disabilities (LD), psychiatric/mental health disabilities, attention deficit hyperactivity disorder (ADHD), autism spectrum disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, please request your accommodations for this course through the Ventus Student Portal at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). Requests made within two weeks will be reviewed on a case-by-case basis. For final exams, the deadlines to request accommodations are published in the University Academic Calendars. After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally scheduled exam (if applicable).

Survivors of sexual violence: As a community, Carleton University is committed to maintaining a positive learning, working, and living environment where sexual violence will not be tolerated, and where survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: https://carleton.ca/equity/sexual-assault-support-services

Accommodation for student activities: Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation will be provided to students who compete or perform at the national or international level. Write to me with any requests for academic accommodation as soon as possible after the need for accommodation is known to exist. https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf