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CMN 5260-001: Science and Technical Communication

Terri Fredrick

Eastern Illinois University

Claudia Janssen Danyi

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CMN/ENG 5260: Communication in Science & Technical Organizations FALL 2019 | (3 credit hours)

Instructors:	Dr. Terri Fredrick	Dr. Claudia Janssen Danyi
Offices:	3070 Coleman	2544 Buzzard Hall
E-mail:	Preferred: D2L email tfredrickwork@gmail.com	Preferred: D2L email cijanssen@eiu.edu
Phones:		
Office hours:	Mondays 10-12 Wednesdays 12-1 Fridays 12-1 & 2-3	Mon & Wed 11 - noon Fri 11 - 1

Course Description

This graduate course looks beyond academic writing to the types of communication professionals use in their careers. The course will introduce students to practices and principles of audience-centered communication within organizational settings. The applied and strategic nature of this communication will be emphasized throughout the course, and students will learn to communicate scientific and technical information to internal and external stakeholders. Thus, the broad content areas covered in the class will include organizational communication, professional writing, technical writing, and public relations. Because this course is required for master's students in the Sustainable Energy program, the major projects for this course will focus primarily on energy and environmental communication.

By the end of the semester, you should be able to

1. Understand and apply core principles used by experienced professionals when writing or speaking in the workplace;
2. Understand and apply the communication processes—such as public relations and crisis communication—in organizational environments;
3. Develop strategies for communicating effectively with teams, stakeholders, and clients; and
4. Apply principles and theories from the course to hypothetical and client-based projects, mostly drawn from the energy and environmental sectors.

Texts for this Class

- *Writing in the Sciences*, 3rd edition (Penrose)
- *Business and Professional Communication in the Global Workplace* (Goodall, Goodall & Schiefelbein)
- Articles posted on D2L

Assignments:

Reflections and preparatory assignments (10% of semester grade): Reflections and preparatory assignments will prepare you for in-class discussions and major projects. Reflections and preparatory assignments will be graded based on completeness and evidence of critical thinking.

Weekly writing/presentation assignments (4 assignments x 5% = 20% of semester grade): In these brief assignments, you will apply the material we have learned in class to an assigned project or case. These assignments will be evaluated based on the criteria established for the assignment.

In-class participation (10% of semester grade): This grade will be determined based on your active participation in class discussions, small group work, and in-class activities.

Environmental advocacy project (20% of semester grade): For this project, you will work in teams of three to develop a project that could be carried out by EIU to improve the campus's environmental impact. You will write a proposal to someone at EIU who could implement the project you propose.

Final project and presentation (25% of semester grade for written component; 15% of semester grade for presentation): You will choose a final project from a range of choices. As part of this project, you will write a case study, grant proposal, or other document. You will then present your project in a formal presentation to the class.

Grading Scale:

900-1000	A
800-899	B
700-799	C
600-699	D

As noted in the graduate catalog, grades of A and B reflect the necessary level of competence for graduate credit.

Due Dates:

- *Reading assignments, weekly writing/presentation assignments, reflections, and preparatory assignments* will be due **at the beginning of class time** so you are prepared for the work we will do in class. Late work is generally not accepted.
- Then environmental advocacy proposal and final project will be due on the dates/times listed on the syllabus.

Please contact us in advance of assignment due dates if you have conflicts/problems and appropriate documentation may be required.

Class use of Desire2Learn (D2L):

Most course materials will be available via D2L. We may make additional materials available to you during the week, so please check D2L regularly throughout the workweek.

Most assignments in this class will be turned in via D2L. If you do not know how to use D2L or some of its features, please come to our office hours for assistance.

When possible, email to instructors should be sent via D2L email. If you are sending a large attachment or a document via Google Drive, you may email Dr. Fredrick at tfredrickwork@gmail.com and Dr. Janssen Danyi at cijanssen@eiu.edu.

Absences:

Prompt and regular attendance is expected. Students who do not attend regularly can expect that their final grade will be lowered. Class discussion is an important part of this course. If you must miss a class, you will need to advise us accordingly. We meet once a week in a condensed period of time, and if you can let us know in advance of an anticipated absence, it is helpful in terms of making other arrangements. Attendance is critical for success in this class.

Academic Integrity:

You are, of course, held to highest standards of academic integrity. Any instance of plagiarism will result (at minimum) in 0 points for the assignment and a report to the Office of Student Standards. Students are expected to maintain principles of academic integrity and conduct as defined in EIU's Code of Conduct (<http://www.eiu.edu/judicial/studentconductcode.php>). Violations will be reported to the Office of Student Standards

Writing Center:

Students who would like assistance with writing assignments from this or any other course may go to the Writing Center. The Writing Center works with students from all disciplines, majors, and academic backgrounds at any stage of the writing process. To make an appointment, call (217) 581-5929, or go to Coleman Hall, Room 3110.

The Student Success Center:

Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center (www.eiu.edu/~success) for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to 9th Street Hall, Room 1302.

Information for students with disabilities:

If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by Ninth Street Hall, Room 2006, or call 217-581-6583 to make an appointment.

Week	Date	Topics	Deadlines
1	Aug 21	Introduction to the class Basics of human communication: What is communication?	Reading
2	Aug 28	Overview of Professional Writing Principles	Reading
3	Sept 4	Communication and Organization Writing internal documents	Reflection due, reading
4	Sept 11	Organizational environments and audiences Communicating with external, non-specialist audiences	Writing assignment, reading
5	Sept 18	Understanding and fostering legitimacy (and reputation) Communicating via social media	Writing assignment, reading,
6	Sept 25	Effective Advocacy Campaigns Ethics in communication	Writing assignment (social media assignment), reading
7	Oct 2	Group Decision-Making	Reading, Writing assignment
8	Oct 9	Group Decision-Making (cont); Writing reports	Reading, Writing Assignment (analysis of team mtg)
9	Oct 16	Presentation Workshop	Reading, Presentation Assignment
10	Oct 23	Grant Writing	Environmental Advocacy Project
11	Oct 30	Grant Writing/Interviewing	
12	Nov 6	Interviewing/Crisis Communication	
13	Nov 13	Crisis Communication	Reflection, reading
14	Nov 20	Crisis Communication	Preparatory assignment Paper draft/extended outline due Wednesday before class
14	Nov 27	THANKSGIVING BREAK	
15	Dec 4	Final Presentations	Written final project due
16	Dec 11	Final Presentations	