

USF Sarasota-Manatee - Nonsubstantive Undergraduate Course Proposal Form

1. College/School Contact Information

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<u>Discipline</u> English	<u>College/School</u>	<u>Budget Account Number</u> 122300004
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2. Course Information

<u>Prefix</u> ENC	<u>Number</u> 4212	<u>Full Title</u> Business & Technical Writing	
Is the course title variable?			N
Is a permit required for registration?			N
Are the credit hours variable?			N
<u>Credit Hours</u> 3	<u>Section Type</u> Class Lecture (Primarily)	<u>Grading Option</u> Regular	
<u>Abbreviated Title</u> (30 characters maximum) Business & Technical Writing			

5. Prerequisites

At least one of the following: ENC 2210, ENC 3250, ENC 3310, ENC 4260, ENC 4208, ENC 4209, ENC 4268, ENC 4311, or CI. Note now: ENC 4208=4906 & 4209=4946

6. Corequisites

None

7. Co-Prerequisites

None

8. Course Description

ENC 4212 helps students meet business and technical editing challenges in the workplace. Assignments concern research, interviewing, writing, editing, and the technology needed for successful results. Unrestricted to majors, not repeatable.

9. New Course Information

<u>New Prefix</u> N/A	<u>New Number</u> N/A	<u>New Full Title</u> Professional & Technical Writing	
Is the course title variable?			N
Is a permit required for registration?			N
Are the credit hours variable?			N
<u>New Credit Hours</u> N/A	<u>New Section Type</u> Class Lecture (Primarily)	<u>New Grading Option</u> Regular	

New Abbreviated Title (30 characters maximum)

Professional & Technical Writi

12. New Prerequisites

N/A

13. New Corequisites

N/A

14. New Co-Prerequisites

N/A

15. New Course Description

ENC 4212 helps students meet professional and technical editing challenges in the workplace. Assignments concern research, interviewing, writing, editing, and the technology needed for successful results. Unrestricted to majors, not repeatable.

16. **Justification**

Change course title name and replace the word "business" in the course description with the word "professional".

17. **Other Course Information**

A. Objectives / Outcomes

Student will learn to read, digest, interpret, and convert into clear written English the thoughts and messages that a client or employer needs to transmit to his or her selected readers. Student will learn to define, structure, format, and choose an appropriate medium for messages. Student will learn to interview and research as a means of drafting, writing, and polishing an effective message. Student will develop confidence, knowledge, and experience as a competent professional editor in a demanding work environment. Student will develop skills in website composition, email, social networking, and audio/video presentations sufficient for meeting the needs of clients and employers upon graduation.

B. Major Topics

Peer editing versus lone-eagle editing: Many companies and organizations expect members of a department or project (peers) to edit one another's work. In this course we will explore the advantages and drawbacks of this approach. Levels of edit: This term is used to describe the varying types and degrees of professional editing. At the lowest and most basic level, an editor (whether a professional person with this job title or simply a project team member who edits) is proofreading for errors in language, format, calculation, and overall content. At higher levels, an editor functions as a senior professional who contributes ideas to a project, challenges the existing approach or assumptions, and provides expert assistance in crafting the final message that will go to the ultimate readers and users. In between the lowest and highest editing functions are gradations in which both minor and substantive editing occurs, sometimes under stressful conditions. 3. Editor as researcher and idea generator: In some companies and industries, an editor is seen as a valuable resource for researching business development ideas, preparing business proposals, and working as an equal with specialists of diverse functions such as design, engineering, graphic communications, product development, procurement, marketing, distribution, human resources, training, legal affairs, research and development, promotion, public relations, and advertising. If you are fortunate to work for a company or organization that gives you as editor an opportunity to prove and increase your enhanced value to the enterprise, you will find satisfying opportunities to grow professionally and intellectually. Your ability to

learn and solve problems in such areas as software application, programming, machinery design and maintenance, quantitative analysis (using math, chemistry, physics, biological sciences, and similar knowledge), and creative expression (for example, music, visual arts, and video) will make your work increasingly valuable and in demand. 4. So what exactly does an editor do? The course will help you answer this question concisely and to demonstrate the value of competent editing to every business and organization, regardless of industry or for-profit/nonprofit status. We will also explore the supreme importance of high energy, restless intellectual curiosity, mental agility, and willingness to challenge experts well outside your academic training and way above your pay grade. (People who are most comfortable doing the same thing in the same way for the same reasons day after day tend to be both unhappy and ineffective as editors.) 5. How do I present myself to the professional marketplace -- as an editor, or writer, or both? We will examine opportunities in the job market that may not be explicitly labeled with traditional titles of "writer" or "editor." I will relay tips that I have used myself and have helped others use in identifying a seemingly unexpected or inappropriate opportunity (for example, "web and technical documentation designer") as a perfect place for you to apply your skills and to help a company grow and prosper. We will also examine skills and background knowledge in such technical and business activities as accounting, computer programming, engineering, architecture, marketing, promotion, advertising, and laboratory sciences that you may want to consider acquiring to expand your professional opportunities. Like most satisfying careers, the work of an editor is dynamic, demanding, challenging, and sometimes full of surprises. I recommend you review the outlook for this profession on the U.S. Bureau of Labor Statistics website (<http://www.bls.gov/oco/ocos320.htm>).

C. Examples of Course Textbooks and Course Readings

Required: *The Longman Guide to Technical Editing*, by Carolyn D. Rude, Longman Publishing, 2005. *Levels of Edit* (Jet Propulsion Lab, Calif. Institute of Technology) (free PDF download) *Empirical Mathematics: Numerical Data and Models* by Prof. Roger Cooke, Univ. of Vermont (free PDF download). OPTIONAL *Guide to Technical Editing* by Anne Eisenberg (New York: Oxford Univ. Press, 1992). *Editing Technical Writing* by Donald C. Samson, Jr. (New York: Oxford Univ. Press, 1993)