Course Information

- Course title: Technical Communication
- Course number and section: RHET 3230-01
- Days and hours: UW 8:30-9:45 a.m.
- Location: HATEM 207

Instructor Information

- Name: George Marquis
- Email address: geomarq@aucegypt.edu
- Office telephone number: via Secretary – (x1594)
- Office location: HUSS Dean’s Office
- Office hours: by appointment (office or via Skype, Facetime, Viber, Google Hangouts, etc)

Course Information

a) Course prerequisites:
   RHET 1020 + at least 60 credits + SSE major or instructor approval

b) Catalog description:
   This course develops the knowledge and skills to produce technical documents that meet professional and ethical standards required by technical fields and professions. It focuses on both the rhetorical and workplace problems that are addressed by writers, such as audience, exigency and purpose, and workplace constraints. Throughout the course, students will analyze and discuss recent areas of concern in the field of technical communication, as well as produce documents in various technical genres, including proposals and formal reports.

c) Course Objectives:
   a. Develop a clear sense of audience; use language to influence others’ thoughts and actions and recognize how language choice and use of visuals reflect on the writer’s credibility and ability to persuade
   b. Demonstrate through persuasive writing the existence of a problem worthy of serious consideration by potential funders
   c. Articulate a plan to provide a solution to a research problem, using a strategic combination of textual and visual arguments
   d. Develop greater proficiency in collecting data and an increased awareness of ethical considerations when conducting research
   e. Demonstrate knowledge of appropriate conventions related to genres common to the workplace, including document sectioning, formatting, and field-specific citation and formatting
f. Develop proficiency and critical awareness of ethical considerations when conducting research

d) Learning Outcomes: Upon completion of RHET 3230, students will be able to...
   a. Analyze documents for professionalism and success in achieving rhetorical and workplace objectives
   b. Compose formal reports of a professional nature: progress, field, lab (according to situation
   c. Present themselves competitively for specific professional positions with an updated CV and experience in interviewing.
   d. Follow proper procedures to collect primary source data
   e. Draft a formal proposal with technical and price components, front matter and end matter
   f. Orally defend research project findings to a professional audience

Course Material
   a) All course materials are on Dropbox. If your name is on the Banner class list, you will be provided an email invitation before the first day of class to access all materials.
   b) Weekly schedule – on Dropbox in the All Access folder in a subfolder called “Course Calendar.” This contains a detailed plan
   c) Required texts:
      c. Additional readings from peer-reviewed journals and websites
   d) Required technology: access to a computer, an Internet connection that is fast enough to watch Panopto videos and to Skype if necessary; a Dropbox account with enough storage to accept my invitations to the all access folder

Weekly Schedule
There is a daily/weekly schedule in the Dropbox folder/All Access/Course Calendar. This document lists what will be covered on a daily basis, the homework assignments and due dates for all assignments that are to be turned in.

Attendance Policy
The following is the attendance policy of the Department of Rhetoric and Composition.

Attendance and Tardiness:
According to university policy, a student is allowed to miss six class sessions of class time. These absences are meant to be used for unavoidable absence because of illness, extracurricular activities, and sports commitments. There is no excused absence in addition to these six sessions. If the student exceeds this amount then the professor can take any action, including failing or penalizing the student by deducting grades.
Attendance is not counted during the “Late Registration and Course Changes Period.” The first class that will be counted towards attendance is the first class after the end of this period.

If the six hours are exceeded after the deadline to drop (mid-semester), then the student has the option to receive an F and repeat, or have an entire grade deducted (for example, to drop from an A to a B-) for each 60 minutes of absence beyond the 450 minutes that are the student’s right.

Please note that we have three individual conferences in my office during the semester, which means that we have three extra days and there will be at least one cancelation during the semester. In any case, the attendance record will reflect this.

Tardiness: If students are from 5 minutes to 30 minutes late for class, they are marked for half an absence. If students arrive more than 30 minutes late (i.e., after 9 a.m.), they are considered fully absent.

Missed Classes as a result of Absence: It is the student’s responsibility to obtain any information related to classes that were missed due to illness or other sudden circumstance. If students miss a class, they should consult a colleague in the class (especially the Team Leader if the missed class involved a Team exercise) or check the calendar on Dropbox. (When students know in advance that they will miss classes, they should inform the instructor in advance. See the Co-curricular policy, below.)

Explanation of Grading
a) As an Upper Division Course, RHET 3230 uses the following grading scale:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>94-100</td>
<td>A</td>
</tr>
<tr>
<td>90-93</td>
<td>A-</td>
</tr>
<tr>
<td>87-89</td>
<td>B+</td>
</tr>
<tr>
<td>83-86</td>
<td>B</td>
</tr>
<tr>
<td>80-82</td>
<td>B-</td>
</tr>
<tr>
<td>77-79</td>
<td>C+</td>
</tr>
<tr>
<td>73-76</td>
<td>C</td>
</tr>
<tr>
<td>70-72</td>
<td>C-</td>
</tr>
<tr>
<td>67-69</td>
<td>D+</td>
</tr>
<tr>
<td>60-66</td>
<td>D</td>
</tr>
<tr>
<td>0-59</td>
<td>F</td>
</tr>
</tbody>
</table>

Note: No D- grade

b) Instructor’s individual grade breakdown for the course

<table>
<thead>
<tr>
<th>Assignments graded</th>
<th>(See Rubrics for a breakdown of how assignments are weighted)</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Leading Critical Discussions</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Each student will be assigned to lead a discussion a selected class. Topics deal with the role of rhetoric in technology and technical communication and document analysis.

B. Written Assignments

<table>
<thead>
<tr>
<th>Task</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Technical Proposal</td>
<td>40</td>
</tr>
<tr>
<td>(Broken down as follows)</td>
<td></td>
</tr>
<tr>
<td>• Problem Statement*</td>
<td>10</td>
</tr>
<tr>
<td>• Designing Objectives, Goals, KPIs and Results</td>
<td>3</td>
</tr>
<tr>
<td>• Project Method, Strategic Plan and Timeline</td>
<td>10</td>
</tr>
<tr>
<td>• Project Budget</td>
<td>5</td>
</tr>
<tr>
<td>• Management and Staffing / Org Chart</td>
<td>5</td>
</tr>
<tr>
<td>• Cover Letter</td>
<td>5</td>
</tr>
<tr>
<td>• Table of Contents and List of Figures</td>
<td>2</td>
</tr>
</tbody>
</table>

2. Progress Report (Formal)                                           | 15     |

3. Informal Progress Reports (2)                                       | 5 + 5  |

4. CV                                                                | 10     |

5. Formal Cover Letter to Accompany CV                                 | 10     |

C. Other Oral Assignments:

<table>
<thead>
<tr>
<th>Task</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Oral Presentation (includes peer evaluations):</td>
<td>10</td>
</tr>
<tr>
<td>(Team = 6 Individual = 3) and 1 for evaluating the other</td>
<td></td>
</tr>
</tbody>
</table>
2. Formal Job Interview

<table>
<thead>
<tr>
<th>5 teams</th>
<th>1 for questions, 1 for evals and 3 for performance</th>
</tr>
</thead>
</table>

Total 105 then converted to 100

c) Before final grades are posted, I will send you a breakdown of your final grade for your review. This is to prevent any need for discussion of the grade following the posting of the grade; however, I will also be available by email any day after the posting of the grade.

The Writing Center
The Writing Center is a resource that AUC provides to its students to help with their writing in any course. Check this web link for location and appointment information: http://www.aucegypt.edu/academics/resources/writecen/Pages/default.aspx.

Instructor’s Policies and Expectations
Information should be included on the instructor’s individual policies and expectations, which should include the following:

a) Citation and formatting style – please use the citation and formatting style of your discipline or a journal connected to your discipline. Do not use MLA.

b) Paper and assignment formatting requirements

c) Late work – grades will be deducted as follows: less than 24 hours late – 10%; 24-48 hours late – 20%; more than 48 hours late – no credit (although I will give feedback if I can). Also, please see below under “Late FDs” for more detailed information. LATE is defined as after the end of the day, which is defined as 4:00 a.m.

d) Class participation – all students will lead discussions at some point; students also receive credit for asking thought-provoking questions and in general, showing interest in the topics; students will also need to be familiar with the readings.

Policy on Classroom Decorum: Conduct yourself as you would if you were being observed by a company manager. Food in the lab creates clean-up problems, particularly with keyboards. Water tea and coffee are OK, but sugary drinks are not. If students leave their empty bottles and cups in the lab, we will then have to ban all drinks.

No cell phones audible. Students who scan their phones for messages in class will lose participation grades. I will let you know if I see this happening.
Leaving classroom once class has begun except for short breaks to use the bathroom is not professional.

**Co-curricular Activities Policy:** Any student with scheduled co-curricular activities, such as MUN, artistic performances, or sports competitions, should present the instructor at the beginning of the semester with a projected schedule of absences related to these commitments. It is the student’s responsibility to arrange for dealing with missed classes in advance of the classes to be missed. To the greatest possible extent, it is also the student’s responsibility to complete in advance those assignments that would be due during the period of absence if to not do so would mean to submit them after the deadline. Time lost as a result of absences related to co-curricular commitments will be deducted from the six hours of permitted absence during the semester.

**Medical Absence Policy:** Our generous absence policy gives most students enough time to cope with unexpected illness. Students who use up their six hours of absence for other reasons have forfeited their ability to be sick without it affecting their grade. No medical excuses can be accepted since students understand the acceptance of a medical excuse to mean that the accompanying absence is not counted as absence. Students therefore put themselves at risk of failure by using up their six hours of absence for other than unavoidable reasons, such as co-curricular commitments or illness.

**Policy on Research Involving Human Subjects:** If you ask humans to participate in a research study, and you wish in the future to publish your findings, you must inform your instructor, and your instructor must submit an IRB protocol.

**Policy on Mass Mailings:** If you plan to send out a random electronic survey to faculty or students, you will need to obtain permission from the Office of the VP for Administration and the OIR. Please see your instructor for more information. (Without this permission, your email to faculty or students will be blocked by the server.)

**Policy on Respondent Consent:** For research involving surveys, interviews or observations, at a minimum, you must be willing to provide certain information to your respondent, either orally or in the email requesting the respondent to participate. You must describe the study and its purpose, and offer to answer any of the subject’s questions prior to the subject’s taking part in your study. You should also explain how results will be stored and the extent to which the results are confidential or private. The subject must understand that participation is voluntary and that he/she can stop at any time during the study and refuse to continue (in a survey, for example) without any repercussions. In some cases, you may also be asked to explain risks, benefits or compensation.

**Policy on Conferences, Missing Conferences, Student-Led Discussions, and Peer Reviews:** Conferences are treated as classes and therefore being late or absent results in the same outcome. (See specifics under Attendance Policy.) Conference times can be changed if at least 24 hours in advance of the originally scheduled time. It is not professional to reserve a slot for a conference and then not attend without informing the instructor in advance of the need to miss the conference.
Student led discussions cannot be moved to another date without prior discussion and approval. If a student misses a discussion on the day he or she is to lead, that student will forfeit the grade. Peer reviews must be completed the day of the peer review. If a student is absent for the peer review, he/she must make advance arrangements with the instructor to have someone else peer review that same day.

**Policy on Syllabus and Grading:** Negotiating grades; complaining about due dates; excuses about why something was late do not reflect well on you and will be interpreted as a sign of your poor time management or inability to take responsibility for your own success.

- FDs for the CV and Proposal Problem Statement are worth 30% of the grade of the assignment; FDs of all other assignments are worth 40%

**Due Dates for drafts:**

- All due dates for FDs will be posted on the Dropbox course calendar.
- Proposal SDs are due all at the same time at the end of the semester (Dec 16)
- SDs of individual assignments (and the OGKR of the proposal) are due in the fall and spring sessions seven working days and in the summer session three working days from the date the FD was reviewed posted in your individual folder.

**Late FDs.**

- Drafts up to 24 hours late in Dropbox will be reviewed but have a penalty of 10% deducted from them.
- Drafts up to 48 hours late in Dropbox will be reviewed with a 20% penalty.
- Drafts more than 48 hours late will not be graded. At that point, you can take them to the Writing Center for ungraded feedback.
- Drafts that cannot be opened electronically in Dropbox within the due dates will be considered late.
- Submitting a draft to Dropbox by the due date, and then bringing a different draft to a conference is a violation of academic integrity.
- Late policy waiver: If you have only one late individual or team assignment and it is less than 24 hours’ late, it can be waived. It can only be waived at the end of the semester when final grades are calculated.

**How to Submit Assignments:**

- Name your file correctly (See PowerPoint on Course Policies, located in Dropbox)
- Submit all documents to be reviewed in .doc, not in .pdf (I cannot comment on a .pdf)
• Some assignments must be submitted as hard copies at the time of the SD.
• Upload to Dropbox (Individual or Team folder, depending on the assignment).

AUC’s Code of Academic Integrity

http://www.aucegypt.edu/academics/resources/acadintegrity/Pages/default.aspx

Academic integrity is a commitment, even in the face of adversity, to five fundamental values: honesty, trust, fairness, respect and responsibility. From these values flow principles of behavior that enable academic communities to translate ideals into action. All activities at the American University in Cairo, from teaching to administrative and support functions, serve the process of learning. Together, the university's faculty, staff, and students form a cohesive academic community which shares the Code of Academic and Professional Ethics outlined in this document.

Violations of Academic Integrity

Academic fraud and dishonesty includes, but is not limited to, the following categories: cheating, plagiarism, fabrication, multiple submissions, obtaining unfair advantage, unauthorized access to academic or administrative systems, aiding and abetting, impersonation, threatening harm, and copyright infringement.

1. Cheating: using unauthorized notes, aids, or information on an examination; altering a graded work prior to its return to a faculty member; allowing another person to do one's own work and submitting it for grading.

2. Plagiarism: submitting material that in part or whole is not one's own work; submitting one's own work without properly attributing the correct sources of its content. Lack of citation for text material from primary or secondary sources will result in failure of course and submission of report to the AIC. Lack of citation of sources for visuals, or mentioning of software used, or respect for trademarks or registered trademarks will result in a warning in the FD and no credit in the SD.

3. Fabrication: inventing or falsifying information, data, or citation; presenting data gathered outside of acceptable professorial guidelines; failing to provide an accurate account of how information, data or citations were gathered; altering documents affecting academic records; forging signatures or authorizing false information on an official academic document, grade, letter, form, ID card, or any other university document; submitting false excuses for absence, delay or illness.

4. Multiple Submissions: submitting identical papers or course work, in whole or in part, for credit in more than one course without prior permission of the instructor.

5. Obtaining Unfair Advantage:

• gaining or providing access to examination materials prior to the time authorized by an instructor;
• stealing, defacing, or destroying library or research materials which can deprive others of their use;

• unauthorized collaboration on an academic assignment;

• retaining, possessing, or circulating previously used examination materials without the instructor’s permission;

• obstructing or interfering with another student's academic work;

• engaging in any activity designed to obtain an unfair advantage over another student in the same course;

• offering bribery to staff or any university employee to effect a grade change, or gain unfair advantage over other students

6. Unauthorized Access: viewing or altering in any way computer records, modifying computer programs or systems, releasing or distributing information gathered via unauthorized access, or in any way interfering with the use or availability of computer systems/information.

7. Aiding and Abetting: providing material, information, or other assistance, which violates the Standards for Academic Integrity; providing false information in connection with any inquiry regarding academic integrity.

8. Impersonation: impersonating or allowing to be impersonated by another individual during classes, examination or other university activities.

9. Threatening Harm: threatening, effecting, or encouraging bodily, professional or financial harm to any faculty, staff, administrator or student who has witnessed or reported a violation of the Code of Academic Ethics.

10. Misconduct: behaving in a manner that violates or adversely affects the rights of other members of the AUC community (disrupting class activities, unruly behavior, etc.)

11. Copyright Infringement: using copyrighted materials (print, electronic, or multimedia) in a manner that violates international copyright laws.

Students with Special Needs or Concerns

Students with special needs are encouraged to notify the instructor to ensure that special accommodations are implemented in a timely fashion.

AUC has numerous facilities available to ensure that your educational endeavors will be successful. Your instructor’s goal is to help you succeed in this course. If you have documented disability and want to request special accommodations at any time during the semester, please ask your instructor or contact Student Disability Services at extension 3918 or
sds@aucegypt.edu. AUC complies with the American Disabilities Act of 1990 and Section 504 of the Federal Rehabilitation Act of 1973.

**Academic Integrity and Turnitin**

I take plagiarism very seriously. Make sure to carefully read the university’s academic integrity policy, which can be found here: [http://www.aucegypt.edu/academics/integrity/Pages/default.aspx](http://www.aucegypt.edu/academics/integrity/Pages/default.aspx).

The following assignments will need to be uploaded to Turnitin.com:
1. Job cover letter (JCL)
2. Proposal Problem Statement
3. Proposal Cover Letter (Dec 8, 2014)

**The Policy at the Department of Rhetoric and Composition**

In accordance with the AUC’s efforts to promote a culture of academic integrity on campus, the Rhetoric and Composition Department has a strict policy regarding academic dishonesty and to this end requires that all students utilize the resources of Turnitin (turnitin.com) and promote the AUC Code of Ethics and Students’ Best Practices.

The instructor will first report any violation of academic integrity (plagiarism, cheating, data fabrication, submitting an assignment or part of an assignment written for another course, impersonation, etc.) to the Chair/Associate Chair of the Rhetoric & Composition Department. After receiving approval from the Chair/Associate Chair, instructors submit the Academic Integrity Violation Report to the Academic Integrity Committee, a committee of faculty, staff and students from across the university that will listen to the student's version of the incident before coming to a decision. The instructor will inform the student about the submission of the report to the Academic Integrity Committee and explain why it is being submitted.

Depending on the degree of severity of the academic integrity violation, a student may not be reported to the Academic Integrity Committee but may instead receive from the instructor and the department a warning, a failing grade for the assignment or paper, a lower grade in the course, or a failing grade in the course. All of these consequences may also occur along with the requirement to appear before the Academic Integrity Committee.

If a student has a pending case with the Academic Integrity Committee, drop requests will not be approved. The Department of Rhetoric and Composition reserves the right to change the grade of a student retroactively (i.e. after the grades have been submitted to the Registrar at the end of a given semester) should it be found that the work a student submitted was not their own or is otherwise a violation of the Academic Integrity Code.

**Drop Policy**

Students can drop the course during the “Late Registration and Course Changes Period” if the course is dropped during this period, it does not appear on the student’s transcript. Students can drop the course during the weeks that follow the conclusion of the “Late Registration and Course Changes Period,” until the final drop deadline of the semester. If the course is approved for dropping before the final drop deadline, it remains on the
student's transcript and is assigned a grade of “W.” If a student fills out the drop request form online and then changes their mind before the final drop deadline, they need to contact their instructor and the instructor will simply reject the drop request on the drop request form.

After the final drop deadline, students cannot automatically drop the course. A student who has an extraordinary case to drop the course after the final drop deadline will need to submit a retroactive petition and I will have to approve it. I will only approve a retroactive drop for a medical emergency that results in withdrawal from the entire semester.

Refer to this link for more information on dropping courses:
http://www.aucegypt.edu/students/registrar/advising/Pages/Withdrawing.aspx

Contingency Plan:

In the event of the suspension of normal university classes, the initial plan will be to continue with the course schedule as long as there is internet access. In case of suspension of classes, please check your email, course website and schedule for distance learning activities and assignments.

Academic Grievance Policy:

An explanation of the university’s Student Academic Grievance Policy procedures can be read here:
http://www.aucegypt.edu/about/Policies/Documents/Student%20Academic%20Grievance%20Procedures.pdf