

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

BUSN 552

COURSE TITLE

ADV TECHNICAL WRITING/EDITING

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course covers writing and editing skills required as a foundation for learning and practicing the specific applications and disciplines of professional technical writing. Student's writing and editing practices will result in one or more concise, coherent, logical technical products suitable for professional use or publications. (FT)

LECTURE HOURS

3 hours per week
(for 18 weeks)

LABORATORY HOURS

ADVISORY

Intro to Technical Writing or equivalent.

RECOMMENDED SKILL LEVEL

NONE

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
SDCE students demonstrate interpersonal skills by learning and working cooperatively in a diverse environment.
2. Effective Communication
SDCE students demonstrate effective communication skills.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

3. Critical Thinking
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.
4. Personal and Professional Development
SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self-advocacy skills to cope with changing situations in their lives.

COURSE GOALS

Acquire the writing and editing techniques required to write and produce journal articles, descriptive abstracts, advertising copy and other business forms of communication.

COURSE OBJECTIVES

Upon successful completion of this course, the student will be able to demonstrate the ability to:

1. Demonstrate writing and editing techniques and their application to various technical and business forms of communication.
2. Demonstrate, through written assignments, proficiency in grammar and usage.
3. Demonstrate knowledge of research techniques.
4. Analyze journal articles based on criteria learned in class.
5. Write informative and descriptive abstracts.
6. Develop a journal article suitable for publication.
7. Develop an awareness of emerging disciplines within the technical writing field such as video script writing and on-line documentation.
8. Write advertising copy.

SECTION II

COURSE CONTENT AND SCOPE

1. Introduction
 - 1.1. The writing process
 - 1.2. Common mistakes in grammar, usage, and style
2. Audience Identification/Defining Purpose and Scope
3. Organizing Ideas
 - 3.1. Identifying and highlighting main concepts through outlining
 - 3.2. Subordination the supporting detail (positioning ideas)
 - 3.3. Logical sequences of ideas
4. Writing Techniques
 - 4.1. Simplicity
 - 4.2. Reduction of redundancy
 - 4.3. Parallelism

COURSE CONTENT AND SCOPE (CONTINUED)

- 4.4. Nominalization
- 4.5. Pronoun and antecedent agreement
- 4.6. Active/passive voice
- 4.7. Avoiding needless modifiers
5. Rhetorical Devices
 - 5.1. Modes of discourse
 - 5.1.1. Narration
 - 5.1.2. Description
 - 5.1.3. Exposition
 - 5.1.4. Persuasion
 - 5.2. Methods of development
 - 5.2.1. Definition
 - 5.2.2. Cause and effect
 - 5.2.3. Inductive and deductive
 - 5.2.4. Analogy
 - 5.2.5. Spatial
 - 5.2.6. Analysis
6. Editing Techniques
 - 6.1. Levels of editing
 - 6.2. Fog indexes and the goals behind them
 - 6.2.1. Number of words per sentence
 - 6.2.2. Number of syllables per sentence
 - 6.2.3. Sentence length
 - 6.2.4. Active voice
 - 6.2.5. Avoidance of technical jargon
 - 6.2.6. Direct communication (simplifying one idea)
7. Research Techniques
 - 7.1. Library research
 - 7.2. Interviewing
8. Presentation Techniques
 - 8.1. Audiovisual
 - 8.2. Graphics
 - 8.3. Scripting
 - 8.4. Oral presentation
9. Abstracts
10. Journal Article
11. Writing Assignments
 - 11.1. In-class Exercises Written or Oral
 - 11.2. Appropriate Outside Assignments
 - 11.2.1. Assigned readings in the textbook
 - 11.2.2. Journal articles and news articles suitable for technical publications
 - 11.2.3. Informative and descriptive abstracts
12. Appropriate Assignments that Demonstrate Critical Thinking

APPROPRIATE READINGS

NONE

WRITING ASSIGNMENTS

NONE

OUTSIDE ASSIGNMENTS

NONE

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

NONE

EVALUATION

Class participation, writing and editing assignments, journal article, abstracts, mid-term and final exams.

METHOD OF INSTRUCTION

Course objectives are attained through in-class and out-of-class writing assignments, through lectures and demonstrations by the instructors and guest speakers, and through in-class discussion. Other instruction may include audiovisual materials, other media and field trips.

TEXTS AND SUPPLIES

College level text selected by instructor.

Grammar books, professional journals (*Technical Communication*), newspaper articles, and excerpts from various publications in the field of technical communication and science, engineering and various other professional disciplines.

PREPARED BY Sandra Chew DATE 5/31/94

REVISED BY Instructional Services/SLO's Added DATE June 17, 2014

REVISED BY _____ DATE _____

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog