

## English 205

This course will teach students the principles of effective business writing. Students will not only leave this class with a general knowledge of rules and formats, students will use analytical and problem-solving techniques to think critically about their own writing and in turn make their writing both correct in form and persuasive in content.

Each type of writing we will study this semester comes with its own set of challenges, opportunities, and strategies that require the writer's careful consideration. Like all communicative acts, business writing arises from specific rhetorical situations that continually present unique problems for both writer and reader. The business writer's ability to understand, analyze, and solve these problems through writing can make the difference between clarity and confusion, persuasion and lack of influence, and goodwill and loss of faith.

By the end of the semester students should be able to:

- Identify and write in standard business formats;
- Understand the rhetorical situations from which acts of business communication arise and the various problems they present;
- Analyze the audience, purpose, and context of written assignments in order to determine the appropriate context, form, tone, and style of the resulting document;
- Arrange and design texts in ways that are helpful and reader-friendly; and
- Critique documents and reports.

Required eTextbook – Business Communication: Process & Product, Mary Ellen Guffey & Dana Loewy, 10<sup>th</sup> edition