

Module 3 Overview

This week is all about transition as we wrap up Part I: The Foundations and begin Part II: Writing in Action. Please use the analysis of a genre important to your profession that you completed in Module 2 to write the Rhetorical/Genre Analysis Memo. Using Chapter 5 as a guide, adhere to the conventions of a professional memo. In short, consider the need-to-know vs. want-to-tell information. Frame the memo in the intro and provide the supporting material in the body.

Part of the transition this week is considering the ways in which document design is considered and applied in professional contexts. As we'll read and view, there are several principles of design that work together. The video provides a memorable acronym that is somewhat childish, but nonetheless can serve as a mnemonic device. As you read the chapter and watch the video, keep in mind that each discrete principle does not exist in isolation when applied to a document. There is, in fact, lots of overlap that occurs between and among the principles.

Then, as we begin Part II of the semester, you'll begin to reflect on and define your professional identity. In other words, consider the important and unique skills, experiences, abilities, etc. are you able to contribute to your profession. You'll want to avoid commonly overused adjectives such as hardworking, dedicated, and highly motivated. Instead, consider what makes you, well, You!

In addition to the opportunity to begin framing your professional identity through the About Me Bio, let's dig a bit deeper into writing in your profession. For much of the

remainder of the semester, you'll explore a problem, issue, or opportunity in your profession¹ that requires writing to create action for resolution. The problem/issue/opportunity on which you choose to focus is up to you, but it should be an issue that impacts a community of stakeholders within your field. In other words, you'll want to avoid choosing something that is strictly a personal preference. So, something like campus safety is not appropriate. You might, though, explore the ways in which a new/different approach to case notes might foster a better social worker-client relationship. Or you might examine social media trends and articulate strategies for improved social media marketing.

Ultimately, you will write a proposal that will be included in your Writing in Action portfolio. We'll discuss proposals more in depth in a future module.

The first steps in this process is to determine the problem/issue/opportunity, identify the stakeholders, and consider the project plan.

This module will help you parse out ideas and begin developing the framework for your proposal and ultimately the proposal.

Profession in this case is broadly defined. It does not necessarily mean the job/position you have now, but, instead, might refer to your field (i.e. social work or business management).

Module Objectives

1. Explore the principles of document design and consider how these principles apply to documents important to your field.
2. Write your Rhetorical-Genre Analysis Memo, applying the genre conventions of a professional memo and evaluating a genre important to your profession.
3. Assess your personal brand
4. Identify strategies for creating a professional bio
5. Compose the About Me Bio draft
6. Explore problems/issues/opportunities in your profession

Module Checklist

1. Read Chapter 17 in Technical Communication Today, Watch the 2 Geeks Thinking video, and Write Reading Response #5
2. Draft your Rhetorical-Genre Analysis Memo and Participate in Reader-Review
3. Read "The Brand Called You" and compose Reading Response #6
4. Participate in the Week 3 Discussion, including reading the Kistler article and locating 3-5 job announcements
5. Draft your About Me Bio
6. Complete the Project Plan