

To: Ramon Saldivar and committee
From: Jana Wainwright
Date: April 19, 1978
Subject: Variant 308 Technical Writing

I would like to propose that the U.T. freshman program offer a 308 option in business and technical writing. This course would be designed to fill the needs of students primarily interested in business and scientific fields and would emphasize expository writing. (For a specific breakdown of the course content see attached unit outline). The course is designed to provide students with a good foundation for English 317.

The texts for the course would include:

Technical Communication by David E. Fear

[This book is a basic technical writing text; it is elementary enough for our freshmen, and its organization is well-suited for adaptation to rhetorical principles covered in our 306 course.]

The Practical Craft: Readings for Business and Technical Writers by W. Keats Sparrow and Donald Cunningham

[This book is as close as I can come to a technical writing reader. It is actually a collection of essays on technical writing, but in almost every essay, there is a presentation and analysis of an important kind of technical writing.]

Handbook of Technical Writing by Charles Brusaw, Gerald Alred, and Walter Olin

[This book covers almost all the information of a regular handbook but adds important information specifically germane to students in business and technical fields. (i.e. how to take minutes, write resumes, make up tables and charts, etc.)]

In addition I would like to have the students subscribe to a news magazine like Time or Newsweek which would include some examples of technical writing, clear-concise style, and writing for specific audiences using aims and modes of discourse.

308 BUSINESS AND TECHNICAL WRITING

Course Description and Objectives

Unit One: Basic Considerations in Any Composition

Unit One Objectives

I. The Context for Writing

- A. Purpose
- B. Audience
- C. Persona

II. Getting Started

- A. Topic
- B. Thesis or Controlling Idea

III. Organization

- A. Planning
- B. Outlining

IV. Style

- A. Diction
- B. Sentences
- C. Paragraphs
- D. Form
- E. Mechanics
- F. Illustrations
- G. Revision

Unit One Readings

Unit One Writing Assignments

Unit One References

Unit Two: The Modes, An Overview

Unit Two Objectives

I. Description

II. Narration

A. Of A Process

B. Of An Event

III. Classification

A. Definition

C. Division

D. Comparison/ Contrast

IV. Evaluation

Unit Two Readings

Unit Two Writing Assignments

Unit Two References

Unit Three: Self-expressive Communication

Overview of Aims of Discourse

Unit Three Objectives

I. Daily Oral Communication

II. Written Self-expression

A. Letters of Complaint

B. Letters of Praise

C. Journals

Unit Three Readings

Unit Three Writing Assignments

Unit Three References

Unit Four: Persuasion

Unit Four Objectives

- I. Appeal to Audience
- II. Appeal of Speaker
- III. Appeal of Subject Matter
- IV. Appeal of Style

Unit Four Readings

Unit Four Writing Assignments

Unit Four References

Unit Five: Referential Writing

Unit Five Objectives

- I. Argumentation: Induction and Deduction
 - A. Proposals
 - B. Interviews
 - C. Professional Articles
- II. Information
 - A. Letters
 - B. Reports
 - C. Job Descriptions
- III. Exploration
 - A. Conferences
 - B. Meetings

Unit Five Readings

Unit Five Writing Assignments

Unit Five References