

Prof. Mark Nunes
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ENGL 2030: Research for Professional and Critical Writing

Office Hours: M- F: 1:00-2:00
J-333/678-915-7209

- Aug. 24: Course Overview: Research Methods for Professional Writers
26: Research as an Ongoing Conversation: Working with Sources
Primary, Secondary, and Tertiary Sources
Understanding Validity (Handout)
Fogg, Ch. 6& 7, 142-190
- 31: Research in a Digital Environment: Engines, Databases, and Directories
- Sept. 2: Workshop: Responding Critically to Secondary Sources
Writing a Review of the Literature (Handout)
- 7: Labor Day: No Class
9: Primary Source Research Methods: Learning from Journalism
Iorio, Ch. 1-2, pp 3-39
Fogg, Ch. 1, pp 1-31
- 14: **Project 1 Due: Review of the Literature (8-10 sources, 1000 words)**
Writing for "Trade": Understanding the Field
Fogg, Ch. 3, pp-74-84
Industry Articles (Vista Reading)
- 16: Writing for "Trade": Ethical Considerations
Iorio, Ch. 3, pp 41-58
- 21: Workshop: Reviews and Roundups
Sample Roundup Articles (Vista Readings)
Davies, Ch. 2, pp 19-35
- 23: Workshop: Reviews and Roundups (cont.)
Organizing a Competitive Framework (Handout)
- 28: Human Sources
Fogg, Ch. 2, pp 32-73
- 30: Focus Groups
Iorio, Ch. 5, pp 75-92
- Oct. 5: Ethnographic Methods
Iorio, Ch. 8-9, pp 127-161
- 7: **Project 2 Due: Roundup Article (5-7 products, 1500 words)**
Interviews
Iorio, Ch. 6-7, pp 93-126
- 12: Workshop: Portraits and Insights
Sample Feature Articles (Vista Reading)
- 14: Workshop: Portraits and Insights (cont.)
Organizing a Feature Article (Handout)

- 19: Research and Team Activity
Vista Readings
- 21: Introduction to White Papers
Stelzner, “A Primer on White Papers” (Vista Reading)
- 26: Research Skills for White Paper Writing
Stelzner, “How to Write a White Paper” (Vista Reading)
Industry Essays (Vista Reading)
- 28: Workshop: The White Paper
Sample White Papers (Vista Reading)
- Nov. 2: Project 4 Team Meetings
Project 3 Due: “Behind the Scenes” Feature Article (2000 words)
- 4: Project 4 Team Meetings
- 9: Textual Analysis
Iorio, Ch. 10, pp. 163-174
- 11: Workshop: Applied Textual Analysis
Industry Articles (Vista)
- 16: Surveys and Questionnaires
Davies, “Carrying Out Your Survey” (Vista Reading)
- 18: Understanding Numbers: Basic Tools for Quantitative Analysis
Crunching Numbers (Handout)
- 23: Project 4 Team Meetings
- 25: Thanksgiving Break: No Class
- 30: Reporting on Results
Formal Reports (Vista Reading)
- Dec. 2: Workshop: Preparing for Final Presentations
- 7: **Project 4 Team Presentations**
- 9: **Project 4 Team Presentations**
Project #4 Due: White Paper (3000 words w/8-10 sources)

We have two required texts in this class: Fogg’s Release the Hounds and Iorio’s Qualitative Research in Journalism. The syllabus refers to these books by the authors’ names. All other readings are available through Vista or the Web.

Please read all assignments by the class period for which I have assigned them. I may also assign supplemental readings as needed. We will be using Vista in this course. All Vista assignments are due by class time.

Learning Outcomes for ENGL 2030

This course provides an introduction to the research methods used by professional writers and by scholars working in literary studies, media studies, and cultural studies. Students explore the relationship between theory and research and learn how to approach writing from a variety of critical perspectives. Students will become familiar with a number of text-based and qualitative research methods. Students also learn digital research methods and apply them to a range of genres. Upon successful completion of the course, students should be able to:

- communicate complex ideas in language that is clear and precise.
- ask critical questions about the production and reception of a text and develop the research skills necessary to explore these questions.
- perform background research to develop a context for analyzing literature, media, and other cultural artifacts/events.
- understand text-based and qualitative research methods using both digital and traditional research tools.

Course Requirements & Grading

Projects: 90%

You will have four individual and/or group projects in this course. I will give more information on each of these assignments as we prepare for them, but here's a preview:

Project 1—Review of the Literature (15%): You will provide an 8-10 source review of literature on a topic determined and approved in class.

Project 2—Roundup Article: (20%): You will write a research-based industry roundup article appropriate for a trade publication on a topic determined and approved in class.

Project 3—Feature Article (25%): You will write a research-based feature article appropriate for a commercial publication on a topic determined and approved in class.

Project 4—White Paper (30%): You will write a research-based white paper appropriate for marketing communication on a topic determined and approved in class. This project has both a team-based oral presentation (5%) and an individual written component (25%).

Response Papers: 10%

We will have weekly (give or take) response papers, each of which should be 150-300 words long. Your response paper should ride the line between formal writing and “gut level” responses. I will prompt you with a response question before the class session; your response will be due back to me, submitted through the Vista course site, prior to the start of class the following day. Because much of the course will involve collaborative learning and team projects, you will also have to be an active participant in class discussions.

Policies and Procedures

Attendance

I will expect you to *attend*. Note that this does not simply mean sitting in class. You should come to class prepared to participate. We will be doing quite a bit of team-based and whole class discussion, which means I will have a heightened expectation for participation. If you are not in class, or you are in class but unprepared or inattentive, you will have a negative impact on the classroom dynamic as a whole. For your sake and for the sake of your classmates' learning experience, please come to class, keep up with the readings, and ask lots of questions!

Late Work

I expect you to turn in all work on time.

Response Papers are due by class time. You can turn in a late response paper by 11:59 pm on the day that it is due for a 1 pt. penalty (on a 10-pt. scale). I will not accept response papers after 11:59 pm.

Projects are due by 11:59 on the day on which they are due. You will be penalized 1/3 of a letter grade for each day late.

You must turn in all late work by **5pm on December 10** in order to get credit for your work.

Cheating & Plagiarism

Cheating and plagiarism are serious offenses, resulting in penalties ranging from an F in the course to expulsion from the University. Please consult your student handbook for university-wide policies. Document *each and every* reference to source material using appropriate MLA-style!

Equal Access

Southern Poly provides support services for those students who are disabled. Please see the ATTIC for assistance. SPSU also keeps in accordance with all state and federal equal access/equal opportunity policies.