University
of Victoria

Department of English
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DEPARTMENT OF ENGLISH

Professional Communication Program   2018-2019

Do your career plans involve writing for print and digital media?

The English department's Professional Communication Program introduces you to the core skills needed by professional communicators – copyediting, techniques for structuring effective communication in Canada's public, private and non-profit sectors, visual rhetoric so you can understand and design effective multimedia graphic information. This year's fourth year courses focus on developing more specialist skills, allowing you to choose from options including Web Design for Professional Writers, Research for Professional Writers, and Social Media for Professional Writers.

If you've declared a major or an honours degree in any of the disciplines UVic offers, you're eligible to also declare a minor in the English Department's Professional Communicaiton Program. You'll combine knowledge of your major's discipline with the ability to communicate that knowledge to other professionals and to general readers.

Don't worry if you haven't yet declared a minor in English Department's Professional Communication Program;

you can still take our courses if you have the prerequisites (see inside).

Just register for our courses in the normal way; we welcome students from all faculties and programs across the University.

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Professional Writing Programs
UVic

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Visit our website at
https://www.uvic.ca/humanities/english/
professionalcommunication/

Admission

Academic Prerequisites

Admission to the program will normally be after your second year; plan on taking the prerequisite as soon as you can. When you register for a course or apply for the minor, you must have an average grade of at least B in the prerequisite writing courses (see below) or permission of the Professional Communication Program Adviser.

If you don't meet the admissions requirements for either the program or an individual course, show us what you've done as a writer.

In addition, you must be registered in a major or an honours program at the university. There is no stand-alone minor in Professional Communication.

Prerequisites

Before declaring the Professional Communication Minor, you must have any two (i.e., 3 units) of the following courses with a minimum grade of B in each course:

Missing those prerequisites? If you're a transfer student or you already have professional writing experience, let us know. We're happy to review your writing skills with a view to waiving the prerequisites.

ENGL 115	ENGL 181
ENGL 125	ENGL 215
ENGL 135	
ENGL 145	ENGL 225
ENGL 146	ECON 225
ENGL 147	
	ENGR 240
	WRIT 204
	WRIT 215

The Minor Program

You must complete ENGL 303: Copy Editing for Professional Writers (1.5 units) and an additional 7.5 units of courses from those listed below for a minor in Professional Communication.

Declaring Your Minor

Declare your minor by speaking to an academic adviser. You must also declare a major or an honours program (which you can do first).

Co-op Program

Students in the Professional Communication Minor can join the Humanities, Fine Arts and Professional Writing Co-op. In addition to giving you valuable real world experience, Co-op jobs help finance your education. Contact the University of Victoria Co-op Program for details.

Although we strongly encourage students to join the Co-operative Education program, you're still eligible for the minor if you decide not to.

Co-op Website:
http://www.uvic.ca/coopandcareer/studentsalumni/coop/programs/hfpw/

Contact: 250-721-8841, hfpwcoop@uvic.ca

Office: Clearihue Building, room D128

Courses 2018-19

ENGL 301: REPORT WRITING FOR BUSINESS

In today's rapidly changing workplace, your writing skills have never been more important.

These skills are so important, in fact, that more and more employers in business now use writing tests to screen job applicants. These tests are designed not just to check that you can write correctly, but to show you can write for a range of different readers in language that's clear, concise, and to-the-point.

English 301 will introduce you to many of the documents and reports used in professional and business organizations. You'll learn the difference between formal and informal reports. You'll learn how to write negative news tactfully and how to communicate persuasively. You'll learn effective writing strategies for analyzing and organizing information to inform and convince. You'll learn how to write for different audiences. You'll learn basic presentation skills. You'll be introduced to a range of communication tools to enhance your writing process. You'll experience the advantages and challenges of team writing and research.

Students who've taken this course as part of the English department's professional writing minor in the past three years now use their skills in communication jobs in universities and with the B.C. Government, in Lower Mainland technology companies, in Vancouver Island banks and real estate companies, and in government, non-profit, and advocacy organizations.

ENGL 302: WRITING FOR GOVERNMENT & THE PUBLIC SECTOR

If your career plans include working for government or in the public sector, the best thing you can do to improve your prospects is to develop strong writing skills. Take a quick look through the job postings for positions in government and you'll see that almost every ad demands excellent written communications skills.

just your command of language but also your organizational skills, your attention to detail, your persuasiveness, and your ability to make sense.

English 302 introduces you to the essential skills you'll need to be an efficient and effective government writer, whether you plan to work in government communications or as a professional in a specific ministry. You'll learn to design, plan, and develop documents so that they achieve their purpose concisely and effectively. Through intensive practice, you'll learn to write in a clear, concise, and readable style suitable for both government and public audiences. You'll develop your knowledge of document structure and design, for both print and online publications. You'll learn how to make complex information simple and clear. You'll practise writing briefing notes—one of the most in-demand skills in government—as well as correspondence, policy proposals, and media releases.

The skills and practice highlighted in this course will be of value to you if you are studying in any program that leads to government or public sector work—from nursing, education, health information sciences, and social work to business, political science, history, and many others in the social sciences and humanities. They will also help prepare you to work as a writer in any workplace setting, public or private.

Among the students who've taken this course over the past few years, many now work as communications officers, policy analysts, and government administrators. Others have put their writing skills to good use in the broader public sector and for private businesses.

ENGL 303: COPYEDITING

Have you ever stared at a sentence and tried to figure out whether it needed a comma or a semicolon? For that matter, have you ever wondered whether it should be "semicolon" or "semi-colon"? Or maybe you've tried to decide whether someone's title should be capitalized, whether a number should be written as a word or a numeral, whether it should be "all the books" or "all of the books."

If so, ENGL 303 will help you find the answers. Whether you plan to work as a writer or editor, or just want to write better in your university courses, ENGL 303 will help you build a solid foundation of copyediting skills.

The course will help you develop mastery of the standard English used in the Canadian publishing industry, universities, government and the public sector, and

I just wanted to let you know how grateful I am for the Professional Writing program. The skills the Professional Writing program delivers are truly valuable, and if you work hard, the jobs are there. Thanks again for your amazing program.

Jen Hopp
Web Communications Coordinator, Bell Canada

Courses 2018-19

corporate communications. You'll learn how to make writing—your own and others'—clear, coherent, consistent, and correct. You'll learn the kinds of questions copyeditors ask and where they find answers. You'll learn how to copyedit electronically as well as how to manually mark up print manuscripts, how to work with authors, how to prepare an editorial style sheet, and how to continue strengthening your copyediting skills once the course is over.

Students who've taken this course have put their skills to work as book editors, in government and corporate communications, as copyeditors of academic journals, and as freelance editors. Here is how one former student, now an award-winning writer for the *Globe and Mail*, describes the value of the course: "It did more for my resumé in the writing and publishing industry than any other skill or course I've managed to pick up over the years."

ENGL 406: XML for Professional Writers

In this course, you will be introduced to computer organization, data structure, programming concepts and to XML's function as a key enabling technology for information services and document-centric businesses. You will learn the limitations of XML (overlapping hierarchies etc.) and strategies for dealing with these. You will work with search and archive models made possible by the Internet and its family of protocols. You will learn XML syntax, transformations, schema languages and querying of XML databases. You will learn to design, implement, and handle conceptual models as XML schemas.

ENGL 407: SOCIAL MEDIA & ELECTRONIC COMMUNICATION

If you follow job posting boards for professional com-municators, you already know that social media have become increasingly important in the worlds of com-merce, politics, science, education, and the arts. This course introduces you to the world of social media and immerses you in a social media classroom laborato-ry where you'll learn to think critically and strategically about current social media.

ENGL 407 gives you new approaches to familiar social media like Facebook and Twitter while introducing you to other tools like social bookmarking, digital mapping, podcasting, and screencasting. You'll get hands-on expe-rience running a weekly blog, organizing online conver-sations, developing an online identity, and using search engine optimization (SEO).

The Professional Writing Minor is an incredible investment. I found the courses relevant, fast-paced, and demanding—the best preparation for life in the working world. Plus, when you finish you have a portfolio of work to back up the PW designation on your degree.

Penny Beames
PW alumnus

Because the world of social media changes so rapidly, ENGL 407 will also look behind these digital tools to consider challenges associated with ethical, legal, and privacy issues. Using communication theories, you'll consider the future of computer-assisted communication, particularly the likely uses of emerging trends in mobile computing, place-based and real-time data collection, and the increasing role of online games and simulations in public and private life.

Students who have successfully taken this course have gone on to use these skills in communication and public relations jobs for governments and businesses, and several have found work in gaming, content-strategy, and international organizations.

ENGL 412: RESEARCH FOR PROFESSIONAL WRITERS

Never has it been easier to find information. All we have to do is ask Google and we magically have what we're looking for. Or do we? Even as our access to information has been reduced to a simple mouse click, we often struggle harder than ever to find exactly what we need. In the professional world, where inefficient searching wastes time and money, the demand for skilled online researchers is growing. Yet recent research suggests that most undergraduate students have few skills for navigating the expanding universe of online information.

English 412 takes you beyond Google's search box to the world of online databases, archives, newspaper in-dexes, social media, subject directories, and other searchable sources of information. You'll learn how to search strategically and effectively so that your search time yields the most useful results. You'll learn how to focus your research through effective research questions, how to narrow and refine your strategies, how to evalu-ate what you find, and how to keep track to your sources as you go. You'll gain practice in performing the re-search tasks that professional writers preform, and de-velop expertise in using new research tools, like EverNote, Diigo, and Zotero. You'll also design and pilot a field research task, and produce a complete re-search plan for a professional writing-based research project.

Although English 412 us not a research methodology course (and as such does not meet program require-ments), it will help prepare you for any career that re-quires strong online research skills as well as improve your research skills as a student.

ENGL 418: PRINT MEDIA GENRES & TECHNIQUES FOR PROFESSIONAL COMMU-NICATION

Although digital text and internet media continue to transform the writing workplace, communication profes-sionals still routinely produce print-based documents such as newsletters and media kits.

The ENGL 418 professional communication workshop introduces you to widely-used print-based documents associated with professional writing. These include life writing, op-ed writing, news releases and media kits, newsletters and other organizational publications.

As well as introducing you to these formats, the course will focus on writing for different audiences and purpos-es, understanding readability and usability metrics, and producing print-based documents with maximum visual impact.

Students who have successfully completed this course have gone on to use these skills in public sector relations jobs, and in a range of not-for-profit organizations.

My PW minor made me exceptionally attractive to post-grad emplyers. I was able to secure full-time employment with an above average salary even before graduating. I am 100% convinced that my professional success today is directly linked to the PW and Co-op programs at UVic.

Gio Turla
IS Clinical Systems Analyst, Information Ma-nagment, William Osler Health Centre

Professional Writing Faculty

Susan Doyle is a professional writer, editor, and curriculum developer, with more more than 25 years' experience writing and editing for both public and private sector clients. She has authored BC provincial high school curricula, as well as major reports and public communications for a number of B.C. government ministries. Her instructional materials on writing briefing notes are used by instructors at universities in Canada and the United States, as well as by many Canadian government departments. She has given numerous workshops on effective writing to public sector administrators at the provincial and federal level. She is also an author of textbooks for students from middle school to university, including, most recently, the *DK Handbook* (Pearson, 2012), a writer's guide for Canadian university and college students.

Susan has been developing and teaching technical and professional writing courses, in the English department and for the School of Public Administration, since 1995.

sions Project and Assistant Professor, Limited Term at the University of Victoria in British Columbia. He has a dual appointment between Special Collections in the University Library and the Electronic Textual Cultures Laboratory. His research interests include trans-Atlantic modernism, book history, periodical studies, and digital humanities.
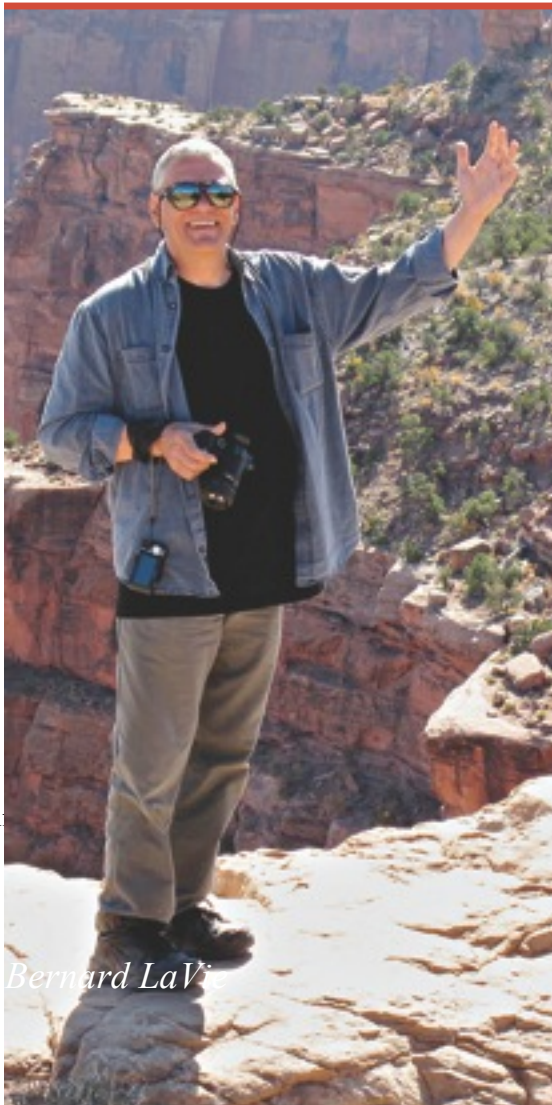
He is Webmaster and Consulting Trustee to the Modernist Studies Association, and the winner of the Excellence in Teaching Award at the University of Tulsa.

Matt Huculak

Susan Doyle

Bernard LaVie, a software and graphic designer and educator, has always had a passion for the visual and all things digital. He has designed an award-winning piece of software, and has developed many interactive and multimedia wares and tools, websites and print publications for a variety of purposes and clients.

Bernard holds a BA, MA and post-master's diploma in scientific translation, library science, and computer science from l'Université de Pau et des Pays de l'Adour, France.

Dublin, **Elizabeth Grove-White** moved to Toronto, Canada, where she taught English at the University of Toronto. Following the birth of the first of her four children, she worked as a researcher, writer, editor, and producer at the CBC where she won Canada's first Peabody Award for her documentary "The Longest Journey." She has taught in Ryerson University's writing program as well as working for a variety of print and broadcast media in Canada. Her work has appeared in a range of print and digital formats and she remains a frequent contributor to the *Globe and Mail's* Books section.

Elizabeth's career-long interest in digital media began during a summer internship as a student reporter with the UK's *Computer Weekly* newspaper. She has been teaching and researching digital media since 1991and received SSHRC funding for her digital edition of the Robert Graves Diary in UVic Library's Special Collections. She is currently working with staff from the Humanities Computing and Media Centre and from Trinity College Dublin's Long Room Hub to develop a digital publication engine for diaries and other informational genres.

Bernard LaVie

Elizabeth Grove-White

Tentative Timetable 2015-16

Fall 2015

ENGL 301	MR	08:30-09:50
ENGL 302	MR	10:00-11:20
ENGL 303	MWR	15:30 - 16:20

Spring 2016

ENGL 303	MR	11:30 - 12:50
ENGL 305	TWF	13:30 - 12:20
ENGL 401	MW	4:30 – 5:50
ENGL 407	TWF	10:30 - 11:20
ENGL 412	TR	4:30 – 5:50
ENGL 418	TWF	11:30 – 12:20

For full timetable details, check the 2015-16 official timetable to confirm schedule and classroom information.

How to contact us:

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Visit our website at www.uvic.ca/professionalwriting