



COURSE OUTLINE

2018/2019

COURSE NAME: Critical Reading and Writing

COURSE CODE: COMM3321

COURSE DESCRIPTION

Students will examine works in written and other media in order to develop critical thinking and critical analysis skills required to evaluate business, social, political, and environmental issues and concepts. Students will scrutinize how rhetorical strategies and persuasive tactics are used to motivate and manipulate the audience of a work. Non-fiction, fiction, visual communication, and film/video communication may be discussed in the course. The writing component of the course focuses on advanced writing, documentation, persuasion, and research skills.

Course Credits: 3.00

Pre-requisites: COMM1101

Equivalent Courses: FNCE321,JRSB321

LEARNING OUTCOMES

OUTCOME	Upon successful completion of this course, you will be able to
1	<p>Assess the effectiveness of written or visual texts by analyzing how they present social, political, environmental, ethical, or business issues and problems</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none"> ▪ Demonstrate comprehension of selected texts in a variety of genres and media (print, online, and visual texts, films or video, non-fiction or fiction). ▪ Discuss social, political, environmental, ethical and business issues, demonstrating an understanding of the varied perspectives of stakeholders, the context of the debate, and the ramifications of the solutions recommended by specific texts. ▪ Analyse the texts to identify persuasive tactics, rhetorical or literary devices, organizational strategies, and biased argumentation. ▪ Present written and verbal interpretations of works based on critical/rhetorical analysis.
2	<p>Write academic essays, reports, and other texts using research and information literacy skills to find, evaluate, and incorporate primary sources and supporting information</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none"> ▪ Locate and compile research sources using library catalogues, databases, and websites. ▪ Evaluate the relevance and credibility of sources by reading critically. ▪ Incorporate evidence and examples from primary and secondary research sources to support a central idea or argument in written work and in verbal discussion. ▪ Format in-text citations and reference lists using APA guidelines to credit sources of information.

3	<p>Apply the three-step writing process (planning, writing, and revision) to create analytical texts</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none"> ▪ Plan written essays and reports, which includes establishing a limited topic, identifying the audience or reader, writing a thesis statement, and developing an organizational plan or outline. ▪ Write and evaluate the first draft of an essay or report that includes an introduction, well-developed and well-organized body paragraphs with in-text citations, and a conclusion. ▪ Apply revision and proofreading strategies to improve the mechanics, conciseness, effectiveness, clarity, and organization of written texts.
4	<p>Deliver oral presentations within a specified time limit, engaging an audience with interesting, well-organized, and accessible content</p> <p>The following concepts, skills, and issues are used to support this Outcome:</p> <ul style="list-style-type: none"> ▪ Organize an oral presentation with an introduction, structured body, and conclusion. ▪ Develop presentation content at an appropriate level for the audience, providing background information and context to frame the information as needed. ▪ Incorporate interactive elements, where applicable, to ensure audience understanding and engagement. ▪ Design visual aids that reflect the principles of good slide design and proper writing style.

STUDENT EVALUATION

OUTCOME	ACTIVITY DESCRIPTION	MARK DISTRIBUTION
1, 2 and 3	Writing Assignments	45%
1, 2 and 3	Formal Research Report	30%
2 and 4	Formal Oral Presentation(s)	15%
1, 2 and 3	Reading Quizzes and/or Exercises	10%
TOTAL		100%

COURSE COMPLETION REQUIREMENTS

The minimum passing grade for this course is 50% (D). Please note, however, that minimum grades or Grade Point Averages (GPAs) – term or cumulative - required for transfer, good standing in a program, eligibility for graduation, or requirements for professional designation or professional examination exemption may be higher. Students are strongly encouraged to consult with their academic advisor for more details.

STUDENT EQUIPMENT AND SUPPLIES

NAIT's Moodle electronic course delivery environment supports and encapsulates COMM3321. Instructors will utilize the Moodle course site as appropriate. Students are strongly encouraged to access the course regularly, as the Moodle site will include many useful references and tools. The JR Shaw School of Business highly recommends our students acquire and make use of a computer (laptop or tablet*) in and away from the classroom in order to successfully engage and complete JR Shaw curriculum.

Your computer will be used to access key learning resources critical to your success in the program and therefore must be in good working order. It is also important to have a battery with sufficient life to allow for use when a plug-in is not available, as your battery should be able to last throughout your daily schedule/classes. Replacement batteries can often be purchased to improve battery life on an existing computer.

At a minimum your laptop must meet the following requirements:

PC

- Windows 7 or higher
- 10 GB free hard drive space
- 2 GB memory (RAM)
- Wi-Fi connection

MAC

- OSX 10.7 or later
- 10 GB free hard drive space
- 2 GB memory (RAM)
- Wi-Fi connection

For tablets* the minimum Operating System requirements are as follows:

- Android - KitKat 4.4
- Apple - iOS8
- Microsoft - Windows 10

* Please make sure you have a dedicated keyboard and pointing device (mouse or stylus) to complement your tablet so you will not be disadvantaged when completing online activities, assignments, and assessments in and out of the classroom.

DELIVERY METHOD

This course may be taught using a variety of delivery methods such as face-to-face, online, or blended teaching platforms. Activities such as collaborative exercises/assignments, seminars, labs, discussion, audio/visual presentations, case studies, and work integrated learning may be used to support learning.

ADDITIONAL INFORMATION

Enrolment at NAIT assumes that the student will become a responsible citizen of the Institute. As such, each student will display a positive work ethic, assist in the preservation of Institute property, and assume responsibility for his/her education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting instructor expectations concerning attendance, assignments, deadlines, and appointments.

STUDENT RESPONSIBILITY

Enrolment at NAIT assumes that the student will become a responsible citizen of the Institute. As such, each student will display a positive work ethic, assist in the preservation of Institute property, and assume responsibility for his/her education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

EQUITY STATEMENT

NAIT is committed to providing an environment of equality and respect for all people within the learning community, and to educating faculty, staff, and students in developing inclusive teaching and learning contexts that are welcoming to all.

Leadership Review Date: November 06, 2017

Curriculum Committee Review Date: November 13, 2017

Changes to This Course Outline: Every effort has been made to ensure that information in this course outline is accurate at the time of publication. The Institute reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.

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