

FALL 2012

SFSU 714

Please see the [BUS 714 Assignment Page](#) for details on weekly homework assignments

Week 1

Mon, Aug 27:

Course orientation & website introduction

READ:

- "Runaway Capitalism"
- Sample Vocabulary Log
- Sample Page Format

SUBMIT:

- Diagnostic in-class write

LESSON: Vocabulary nominations; Preview EA & Week 3

Week 2

Mon, Sept 3:

No class: Labor Day holiday (Declared college recess)

Week 3

Mon, Sept 10

QUIZ:

- Vocab (*indicted, insidious, proxy, prestige, espouse*)

SUBMIT:

- Week 3 Vocabulary Log *Please see the new [BUS 714 Assignment Page](#) for details on this assignment*
- Argument Identification *Please see the new [BUS 714 Assignment Page](#) for details on this assignment*

READ:

- EA Chap 1 "Everything is an Argument" pp 3-37
- BC Chap 1 "Good Writing" pp 1-15
- RT "Plagiarism" & "What is Documentation" 136-138
- *New York Times [Op Ed article link](#)*

REVIEW:

- [File Formatting Guidelines](#)
- [Sample Vocabulary Log](#)
- [Sample Argument Analysis](#)

PARTICIPATE:

- Group work: Business expressions (1)

LESSON: EA argument identification overview; BC What is Good Writing?; Grammar & Vocab workshops

Week 4

Mon, Sept 17

QUIZ:

- **Vocab** (*appraisal, bail out, contemporary, installments, propaganda*)

SUBMIT:

- Week 4 Vocabulary Log (*see the Assignment Page for details*)
- Rhetorical Analysis - *In-class writing assignment*
- Start-up strategy #1 - *In-class writing assignment*

READ:

- EA Chap 5 "Rhetorical Analysis" pp 95-117 **(98)**
- BC Chap 2 "Start-up Strategies" pp 17-28
- RT "Writing an Essay in Class" pp 101-103
- [Sample Graded Student Argument Analysis](#)

MEDIA REVIEW:

- [Chevron web ad](#)
- [Chevron web ad - case study](#)
- [Chevron web ad - case study \(transcript\)](#)

PARTICIPATE:

- Group work: Business expressions (1)

LESSON: EA rhetorical analysis; BC start-up strategies; Grammar & Vocab workshops

Week 5

Mon, Sept 24

QUIZ:

- **Vocab** (*savvy, decrepit, affiliate, intriguing, rhetoric*)

SUBMIT (*see the [Assignment Page](#) for details*):

- Pathos in Argument - Rhetorical Analysis
- Start-Up Strategy Practice: "Brainstorming"
- Week 5 Vocabulary Log

READ:

- EA Chap 2 "Arguments Based on Emotion: Pathos" pp 38-50
- EA Chap 17 pp 516-522 ("Fallacies of Emotional Argument") **This reading assignment is a late addition to the schedule; if you're not able to read it before Monday we will discuss it in class*
- BC Chap 3 "The First Drafts" pp 29-42

- *RT* "Second Drafts" pp 90-92

REVIEW:

- [Pathos explained \(site link\)](#)
- [Pathos summary handout](#)

MEDIA REVIEW:

- [Human meat ad](#)

PARTICIPATE:

- Group work: Business expressions (1)

LESSON: *EA* pathos in argument; *BC* and *RT* on editing & proofreading

Week 6

Mon, Oct 1

QUIZ:

- *There is no vocabulary quiz this week.*

SUBMIT (*see the [Assignment Page](#) for details*):

- Logos in Argument - Business Memo - *In-class assignment*
- Start-Up Strategy Practice: "Questioning" - *In-class assignment*
- *(There is no Vocabulary Log due this week)*

READ:

- *EA* Chap 4 "Arguments Based on Facts and Reason: Logos" pp 69-93
- *EA* Chap 17 pp 526-534 ("Fallacies of Logical Argument")
- *BC* Chap 5 "Everyday Writing" pp 61-67 ("Writing Effective Memos")
- *RT* "Proofreading Tips" pp 96-97

REVIEW:

- *BC* Chap 2 "Start-up Strategies" pp 17-28
- [Logos explained \(site link\)](#)
- [Logos summary handout](#)
- [Sample memo #1 \(site link\)](#)
- [Sample memo #2 \(pdf file\)](#)

MEDIA REVIEW:

- (TBA)

PARTICIPATE:

- Group work: Business expressions (1)

LESSON: *EA* logos in argument; *BC* business memos & the Questioning Method; *RT* proofreading strategies

Week 7

Mon, Oct 8

DUE: Week 3 Argument Analysis revisions via email by 11:59 pm

QUIZ:

- **Vocab** (*dissonance, succinct, coherence, empirical, impediment*)

SUBMIT (*see the [Assignment Page](#) for details*):

- Group Memo (from Week 6 in-class work) via email before class
- Ethos in Argument - Business Letter (**Due via email by 11:59 pm Monday, Oct 15**)
- Start-Up Strategy Practice: "Freewriting" - *In-class activity*
- Week 7 Vocabulary Log

READ:

- *EA* Chap 3 "Arguments Based on Character: Ethos" pp 52-66
- *EA* Chap 17 pp 523-526 ("Fallacies of Ethical Argument")
- *BC* Chap 5 "Everyday Writing" pp 67-72 ("Business Letters That Do the Job")
- *RT* "Arguing for Your Position" pp 72-74

REVIEW:

- BC Chap 2 "Start-up Strategies" pp 17-28
- [Ethos explained \(site link\)](#)
- [Ethos summary handout](#)
- [Sample business letter \(site link\)](#)
- [Business letter templates \(site link\)](#)

MEDIA REVIEW:

- [Detroit auto commercial \(YouTube link\)](#)

PARTICIPATE:

- Group work: Business expressions (1)

LESSON: EA ethos in argument; BC business letters & Freewriting; RT on argumentative strategy

Week 8

Mon, Oct 15

QUIZ:

- Vocab (*versatile, backfire, shortcut, conspicuous, irrevocable*)

SUBMIT (*see the [Assignment Page](#) for details*):

- Ethos in Argument - Business Letter
- Week 8 Vocabulary Log

READ:

- BC Appendix B: "Writing the Perfect Job Application Cover Letter" pp 139-142
- RT "Special Case: Writing an Essay in Class" pp 101-103

REVIEW:

- [Cover Letters \(Purdue OWL\)](#) **Review all pages in the "Cover Letter" section at this site link*
- [Cover Letter Presentation \(YouTube Link\)](#)
- [Cover Letters \(The Writer's Handbook\)](#)
- [Sample Resumes & Cover Letters](#) **large file*

LESSON: *BC* cover letter forms and strategies; *RT* In-class writing tips for the Midterm; Test preparation & post-Midterm preview

Week 9

Mon, Oct 22 - MIDTERM WEEK

**Please meet in the computer lab (Rm. 595 on the 5th floor) for this class meeting. No course materials will be required or allowed for the Midterm test components other than blank notepaper for draft work and notes and a pen or pencil.*

- Vocabulary test ([Vocab list](#))
- Writing competency test (*TBA*)

Week 10

Mon, Oct 29

QUIZ:

- **Vocab** (*ameliorate, reckon, vortex, feasibility, gentrify*)

SUBMIT (*see the [Assignment Page](#) for details*):

- Week 10 Vocabulary Log

READ:

- *EA* Chap 15 "Presenting Arguments" pp 467-477, 484-485
- *BC* Chap 6 "Presentations" pp 79-95
- *RT* "Recognizing Complete Sentences" pp 28-30
- *RT* "Run-on Sentences & Sentence Fragments" pp 31-37

REVIEW:

- [MLK "I Have a Dream" speech \(transcript\)](#)
- [Sentence Fragments \(Purdue OWL\)](#)
- [Error Patterns Primer](#)

PRINT:

- [Oral presentation rubric](#)
- [Ss presentation evaluation](#)
- [Making Effective Presentations](#)
- [Peer Support Rubric](#)

LESSON: EA & BC presentation strategies; RT sentence combination

Week 11

Special Alert: The College has asked that you complete a standard course evaluation of our class today (Mon, Nov 5). Please go to the computer lab on the 5th floor (the same place you took your Midterm exam) at 2 pm today where you will find instructions to guide you through a short course evaluation. After completing the evaluation you should come to class which will begin promptly at 2:30 pm today.

Mon, Nov 5

SUBMIT (see the [Assignment Page](#) for details):

- Group: Pitch Write-up (2 pp max) ***Due 11:59 pm Friday**
- In-class peer evaluations ***Due 11:59 Friday**

READ:

- EA Chap 8 "Arguments of Fact" pp 229-233
- BC Chap 7 "Backstage" pp 95-106
- RT "Mixed Sentence Patterns" pp 60

REVIEW:

- [Presenting with Impact](#)
- [Sentence Clarity \(Purdue OWL\)](#)

PRESENTATION:

- **Groups 2 & 3**

LESSON: EA fact-based arguments; BC presentation preparation; RT sentence patterns

Week 11

Special Alert: The College has asked that you complete a standard course evaluation of our class today (Mon, Nov 5). Please go to the computer lab on the 5th floor (the same place you took your Midterm exam) at 2 pm today where you will find instructions to guide you through a short course evaluation. After completing the evaluation you may go home for the day - see message below.

Mon, Nov 5

Class Cancelled

**** Although class is cancelled today due to a personal emergency, it is still very important that you come school to complete the course evaluation as scheduled above. Please meet at the computer lab at 2 pm as originally planned, complete the course survey, and then you may leave for the day instead of coming to class. Please see your email for an extended announcement regarding today's class cancellation and plans for the remainder of the term when you all return from the Thanksgiving Holiday recess, as I will not see you all now for 3 weeks.

Week 12

Mon, Nov 12

Veteran's Day Holiday - No Class

Week 13

Mon, Nov 19

Thanksgiving Recess - No Class

Week 12

Mon, Nov 12

QUIZ:

- **Vocab (---)**

SUBMIT (*see the [Assignment Page for details](#)*):

- Group: Pitch Write-up (2 pp max) **Due 11:59 pm Friday*
- In-class peer evaluation
- Week 12 Vocabulary Log

READ:

- EA Chap 9 "Arguments of Definition" pp 268-273
- BC Chap 8 "Showtime" pp 107-120
- RT "Dangling Constructions" pp 59

REVIEW:

- [Correcting Dangling Modifiers \(Purdue OWL\)](#)
- [Defining "Intelligent Design" \(weblink\)](#)

PRESENTATION:

- **Groups 3 & 4**

LESSON: EA arguments of definition; BC presentation strategies; RT dangling modifiers

Week 13

Mon, Nov 19

QUIZ:

- **Vocab (---)**

SUBMIT (*see the [Assignment Page for details](#)*):

- Group: Pitch Write-up (2 pp max) **Due 11:59 pm Friday*
- In-class peer evaluation
- Week 13 Vocabulary Log

READ:

- EA Chap 10 "Evaluation" pp 305-310
- RT "Parallel Structure" pp 58

REVIEW:

- [Market analysis \(worldlinkfutures.com\)](http://worldlinkfutures.com)
- [Movie review \(buzzsugar.com\)](http://buzzsugar.com)
- [Parallel Structure \(Purdue OWL\)](#)
- [Parallel Structure II \(Purdue OWL\)](#)

PRESENTATION:

- **Groups 5 & 6**

LESSON: EA evaluative arguments; RT parallel construction

Week 11

Mon, Apr 2:

QUIZ:

- **Vocab**(*stupor, backlash, discern, climactic, unsolicited*)
- **Reading** (EA Chap 8)

SUBMIT:

- Vocabulary Log
- *Group: 2 pp pitch write-up ***Due 11:59 pm Friday***
- *Non-group: EA Chap 8 p 234 #1 (1 para, 10 sentence min/max)*

READ:

- EA Chap 8 pp 229-233, 243-248
- BC Chap 7 pp 95-106
- [Presenting with Impact](#)

PRESENTATION GROUP: Quisha, Pilawan, Xiaojing

LESSON: Presenting a series of facts

Week 12

Mon, Apr 9:

-- Class Cancelled --

Week 13

Mon, Apr 16:

QUIZ:

- Reading (EA Chap 10)

SUBMIT:

- Vocabulary Log
- Group: 1-2 pp presentation write-up **Due 11:59 pm Friday*
- Non-group: EA Chap 10 p 311 #1

READ:

- EA Chap 10 pp 305-310, 326-334
- BC Chap 9 pp 121-131

VIEW:

- [Market analysis \(worldlinkfutures.com\)](http://worldlinkfutures.com)
- [Movie review \(buzzsugar.com\)](http://buzzsugar.com)

PRESENTATION GROUP: Ivy, Xiaofang, Lejla

LESSON: Evaluating a product

Week 14

Presenting Factual Arguments

Mon, Nov 26

SUBMIT:

- *Group: Pitch Write-up (1-2 pp min/max) (for group presenters only) *Due via email Fri, Nov 30*
- *In-class peer evaluation (All students will evaluate at least one group today, so please download & print several copies of this [Ss presentation evaluation](#) sheet to use in your peer review work during class)*
- *Week 14 Vocabulary Log*
- *Peer evaluation write-up (1 para, 8-10 sentence min/max) (for non-group participants only) *Due via email Fri, Nov 30*

READ:

- *EA Chap 8 "Factual Arguments" pp 229-233*

DOWNLOAD:

- *for an overview of how I will evaluate the presentation work: [Oral presentation rubric](#)*
- *for you to evaluate other group presentations in class: [Ss presentation evaluation](#)*
- *for a general guide telling you what I'll be looking for from each student who is not presenting: [Peer Support Rubric](#)*
- *for a general guide telling you how to construct your group presentations, and what I'll be looking for in my evaluations of them: [Making Effective Presentations](#) & [Presenting with Impact](#)*

PRESENTATION:

- **Groups 2 & 3**

LESSON: EA arguments of fact

Week 15

Presenting Causal Arguments

Mon, Dec 3

QUIZ:

- **Vocab** (*dovetail, phase out, status quo, substantiate, mitigate*)

SUBMIT:

- *Group: Pitch Write-up (1-2 pp min/max) (for group presenters only) *Due via email Fri, Dec 7*
- *In-class peer evaluation (All students will evaluate at least one group today, so please download & print several copies of this [Ss presentation evaluation](#) sheet to use in your peer review work during class)*
- *Week 15 Vocabulary Log*
- *Peer evaluation write-up (1 para, 8-10 sentence min/max) (for non-group participants only) *Due via email Fri, Dec 7*

READ:

- *EA Chap 11 "Causal Arguments" pp 357-362*
- *RT "Shifting Verb Tenses" pp 49-53*
- *RT "Verb Agreement" pp 54-55*

REVIEW:

- [Error Patterns Primer](#)

DOWNLOAD:

- *for an overview of how I will evaluate the presentation work: [Oral presentation rubric](#)*
- *for you to evaluate other group presentations in class: [Ss presentation evaluation](#)*
- *for a general guide telling you what I'll be looking for from each student who is not presenting: [Peer Support Rubric](#)*
- *for a general guide telling you how to construct your group presentations, and what I'll be looking for in my evaluations of them: [Making Effective Presentations](#) & [Presenting with Impact](#)*

PRESENTATION:

- **Groups 4, 5 & 6**

LESSON: EA causal arguments; RT verb construction

Week 15

Mon, Apr 30:

QUIZ:

- Vocab (*slew, squalor, tortuous, stagnate, encapsulate*)
- Reading (EA Chap 12)

SUBMIT:

- Vocabulary Log
- Group: 1-2 pp presentation write-up **Due 11:59 pm Friday*
- Non-group: EA Chap 12 p 398 #1

READ:

- EA Chap 12 pp 380-389, 392-397, 411-414

VIEW:

- [Pickens energy commercial #1 \(YouTube link\)](#)
- [Pickens energy commercial #3 \(YouTube link\)](#)
- [JFK 1962 "Moon Speech" \(YouTube link\)](#)

PRESENTATION GROUP: Jasper, Lejla, Lu, Quisha

LESSON: Business proposals

Week 16

Making Formal Proposals & Evaluating Claims

Mon, Dec 10

QUIZ:

- Vocab (*procrastinate, enumerate, deregulate, rehearse, putsch*)

SUBMIT:

- Group: Pitch Write-up (1-2 pp min/max) *(for group presenters only) *Due via email Fri, Dec 14*
- In-class peer evaluation *(All students will evaluate at least one group today, so please download & print several copies of this [Ss presentation evaluation](#) sheet to use in your peer*

review work during class)

- Week 16 Vocabulary Log
- Peer evaluation write-up (1 para, 8-10 sentence min/max) **(for non-group participants only) *Due via email Fri, Dec 14**

READ:

- EA Chap 12 "Proposals" pp 392-397
- EA Chap 10 "Evaluation" pp 305-310
- RT "Commas" & "Semicolons" & "Colons" pp 38-41

REVIEW:

- [Pickens energy commercial #1 \(YouTube link\)](#)
- [Pickens energy commercial #3 \(YouTube link\)](#)
- [JFK 1962 "Moon Speech" \(YouTube link\)](#)
- [Market analysis \(worldlinkfutures.com\)](#)
- [Movie review \(buzzsugar.com\)](#)

DOWNLOAD:

- *for an overview of how I will evaluate the presentation work: [Oral presentation rubric](#)*
- *for you to evaluate other group presentations in class: [Ss presentation evaluation](#)*
- *for a general guide telling you what I'll be looking for from each student who is not presenting: [Peer Support Rubric](#)*
- *for a general guide telling you how to construct your group presentations, and what I'll be looking for in my evaluations of them: [Making Effective Presentations](#) & [Presenting with Impact](#)*

PRESENTATION:

- **Groups 7, 8 & 9**

LESSON: EA proposal and claim evaluations; RT common punctuation

Week 17 - FINALS WEEK

Mon, Dec 17

- [Course Evaluation](#)

- Vocabulary test ([Vocab list](#))
- Speaking competency test (*Individual Ss interview by appt.*)

Week 16

Making an Evaluation

Mon, Dec 10

QUIZ:

- Vocab (---)

SUBMIT:

- *Group: Pitch Write-up (1-2 pp min/max) (for group presenters only) *Due via email Fri, Dec 14*
- *In-class peer evaluation (All students will evaluate at least one group today, so please download & print several copies of this [Ss presentation evaluation](#) sheet to use in your peer review work during class)*
- Week 16 Vocabulary Log
- *Peer evaluation write-up (1 para, 8-10 sentence min/max) (for non-group participants only) *Due via email Fri, Dec 14*

READ:

- EA Chap 10 "Evaluation" pp 305-310
- RT "Parallel Structure" pp 58

REVIEW:

- [Market analysis \(worldlinkfutures.com\)](http://worldlinkfutures.com)
- [Movie review \(buzzsugar.com\)](http://buzzsugar.com)
- [Parallel Structure \(Purdue OWL\)](#)
- [Parallel Structure II \(Purdue OWL\)](#)

DOWNLOAD:

- *for an overview of how I will evaluate the presentation work: [Oral presentation rubric](#)*

- for you to evaluate other group presentations in class: [Ss presentation evaluation](#)
- for a general guide telling you what I'll be looking for from each student who is not presenting: [Peer Support Rubric](#)
- for a general guide telling you how to construct your group presentations, and what I'll be looking for in my evaluations of them: [Making Effective Presentations](#) & [Presenting with Impact](#)

PRESENTATION:

- **Groups 7, 8 & 9**

LESSON: EA evaluative arguments; RT parallel construction

Week 16

Mon, May 7:

QUIZ:

- **Vocab** (*palpable, ambulatory, slump, impede, amicable*)
- **Reading** (EA Chap 9)

SUBMIT:

- Vocabulary Log
- *Group*: 1-2 pp presentation write-up ***Due 11:59 pm Friday**
- *Non-group*: EA Chap 9 p 274 #1

READ:

- EA Chap 9 pp 268-273, 280-283
- BC Chap 8 pp 107-120

VIEW:

- [Defining "Intelligent Design" \(weblink\)](#)

PRESENTATION GROUP: Dhanashri, Lu, Jasper

LESSON: Defining a concept

Week 17

Mon, May 14:

-- Final Exam --

DOWNLOAD:

- [Final Exam Vocab List](#)
- [Final Essay Exam \(take-home\)](#)

[Course Evaluation](#) (Word)

[Course Evaluation](#) (PDF)

- **Week 3:** Summary & Position response ("[Runaway Capitalism](#)") (3 pp minimum) w/ weekly Vocab Log *Mon, Jan 30*
- **Week 2:** EA Chap 1 Argument Analysis (NYT link) (1 para, 10 sentence minimum) w/ Vocab Log *Mon, Feb 6*
- **Week 3:** Summary & Response hand re-edit *Mon, Feb 6*
- **Week 4:** EA Chap 5 Rhetorical Analysis (NYT link) (1-2 pp) w/ Vocab Log *Mon, Feb 13*
- **Week 5:** EA Chap 2: Pathos & Ad copy w/ Vocab Log & BC Chap 2 Start-up Strategy *Mon, Feb 20*
- **Week 6:** EA Chap 3: Ethos & business memo w/ Vocab Log & BC Chap 2 Start-up Strategy *Mon, Feb 27*
- **Week 7:** EA Chap 4: Logos & business letter & BC Chap 2 Start-up Strategy *Mon, Mar 5*
- **Week 8:** Pitch write-up (Logos, Ethos or Pathos), 1-2 pp *Fri, Mar 16*
- **Week 9:** Midterm
- **Week 10:** Group presentation write-up (Facts; 1-2 pp **Due 11:59 pm Fri*) OR Chap 8 exercise (p 234 #1; 1 para) *Mon, Apr 2*
- **Week 11:** Group presentation write-up (Definitions; 1-2 pp **Due 11:59 pm Fri*) OR Chap 9 exercise (p 274 #1; 1 para) *Mon, Apr 9*
- **Week 12:** (No class)
- **Week 13:** Group presentation write-up (Evaluations; 1-2 pp **Due 11:59 pm Fri*) OR Chap 10 exercise (p 311 #1; 1 para) *Mon, Apr 16*
- **Week 14:** Group presentation write-up (Causal arguments; 1-2 pp **Due 11:59 pm Fri*) OR Chap 11 exercise (p 363 #1; 1 para) *Mon, Apr 23*

- **Week 15:** Group presentation write-up (Proposals; 1-2 pp **Due 11:59 pm Fri*) OR Chap 12 exercise (p 398 #1; 1 para) *Mon, Apr 30*

Assignments

- **Week 9:** (Midterm break)
- **Week 10**
- **Week 11:** Group: Chap 8 Presentation Abstract (2 full pp min); Non-Groups: Chap 8 ex. p 234 #1, 1 full para; Vocab Log *Mon, Nov 5*
- **Week 12** (Veteran's Day - No class)
- **Week 13:** Group: Chap 8 Presentation Abstract (2 full pp min); Non-Groups: Chap 8 ex. p 234 #1, 1 full para; Vocab Log *Mon, Nov 19*
- **Week 14:** Group: Chap 8 Presentation Abstract (2 full pp min); Non-Groups: Chap 8 ex. p 234 #1, 1 full para; Vocab Log *Mon, Nov 26*
- **Week 15:** Group: Chap 8 Presentation Abstract (2 full pp min); Non-Groups: Chap 8 ex. p 234 #1, 1 full para; Vocab Log *Mon, Dec 3*
- **Week 16:** Group: Chap 8 Presentation Abstract (2 full pp min); Non-Groups: Chap 8 ex. p 234 #1, 1 full para; Vocab Log *Mon, Dec 10*
- **Week 17** (Final Exam)

- **Week:** Group presentation write-up (Definitions; 1-2 pp OR Chap 9 exercise (p 274 #1; 1 para)
- **Week:** Group presentation write-up (Evaluations; 1-2 pp) OR Chap 10 exercise (p 311 #1; 1 para)
- **Week:** Group presentation write-up (Causal arguments; 1-2 pp) OR Chap 11 exercise (p 363 #1; 1 para)
- **Week:** Group presentation write-up (Proposals; 1-2 pp) OR Chap 12 exercise (p 398 #1; 1 para) *Mon, Apr 30*