

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE:	ACE Communications		
CODE NO. :	ENG 94	SEMESTER:	Various, continuous intake
PROGRAM:	Academic Upgrading		
AUTHOR:	Heather Ferguson		
DATE:	August 2012	PREVIOUS OUTLINE DATED:	June 2011
APPROVED:	"Carolyn Hepburn"		Aug. 22/12
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	DIRECTOR		DATE
TOTAL CREDITS:	No post-secondary credit		
PREREQUISITE(S):	ENG045 or appropriate score on English placement test		
HOURS/WEEK:	5 hours in-class, self-directed		

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For additional information, please contact Carolyn Hepburn, Director
School of Academic Upgrading
(705) 759-2554, Ext. 2499

I. COURSE DESCRIPTION:

Successful learners must be effective communicators in academic, personal and work settings. Effective communicators are able to express themselves well when presenting and defending ideas and opinions by using oral, visual and written forms of communications. Graduates who achieve the learning outcomes will have well-developed communication skills that will prepare them for success in a variety of college post-secondary programs.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. **Read with Understanding for Various Purposes:** to evaluate information, ideas, issues and styles of a variety of informational texts and literary pieces

Potential Elements of the Performance:

- Comprehend material using a wide variety of reading strategies
- Select and use specific and significant evidence from texts to support judgments and arguments.
- Assess information from a research report to write a summary
- Interpret explicit and implicit information in texts and media works
- Identify bias and examine alternative points of view
- Analyze author's use of language, syntax and literary devices and elements of design to organize and present ideas.

2. **Write Clearly to Express Ideas:** to produce unified and effective written work by using different sources for gathering information, selecting appropriate forms of writing, and choosing from a range of organizational structures.

Potential Elements of the Performance:

- Investigate topics using information and ideas from a variety of sources; determine reliability, credibility and suitability to the form and purpose of writing.
- Select and use appropriate forms, voice, language and vocabulary, structures and organization to produce written work for specific audiences and purposes.
- Appropriately cite research information
- Use correct mechanics (grammar, punctuation and spelling) with or without the use of handbooks, dictionaries, etc.

3. **Interpret the Media Effectively:** to assess a variety of media works

and to create one type of media works.

Potential Elements of the Performance:

- Distinguish between explicit and implicit messages in the media
- Explain how media is used to influence people and how different audiences react to different media works
- Explore connections between media and industry/government codes and regulations
- Create a media piece (newsletter, journal, commercial, etc.)

III. TOPICS:

1. Reading
2. Writing
3. Media Studies

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

- *The Bare Essentials, Form A* (7th Ed.). S. Norton and B. Green. Thomson-Nelson (2010).
- *Advancing Vocabulary Skills, Short Version* (2nd Ed.). D. Goodman, S. Nist, C. Mohr. Townsend Press (1997).
- Various modules provided by the Academic Upgrading office.

V. EVALUATION PROCESS/GRADING SYSTEM:

<i>Grammar, vocabulary, mechanics tests and quizzes</i>	14%
<i>Writing fundamentals</i>	7%
<i>Business communications</i>	14%
<i>Expository writing</i>	14%
<i>Research writing</i>	37%
<i>Media Studies Module (responsive writing and project)</i>	14%

The following semester grades will be assigned to students:

Grade	<u>Definition</u>
A+	90 – 100%
A	80 – 89%
B	70 - 79%
F (Fail)	69% and below
W	Student has withdrawn from the course without academic penalty.

VI. SPECIAL NOTES:

Attendance and progress:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students must attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

Students can be withdrawn from the Academic Upgrading program for non-attendance and/or lack of progress. See the Academic Upgrading policies and procedures for more details.

Calendar:

This course is a continuous intake course; therefore, the typical “semester” guideline does not apply.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located on the portal form part of this course outline.