



COURSE OUTLINE: ENG 94 - ACE COMMUNICATIONS

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Course Code: Title	ENG 94: ACE COMMUNICATIONS
Program Number: Name	8220: ACAD CAREER ENTRANCE
Department:	ACAD. UPGRADING SPONSORSHIP
Semesters/Terms:	19S, 18F, 19W
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.
Total Credits:	8
Hours/Week:	5
Total Hours:	100
Prerequisites:	ENG045
Corequisites:	There are no co-requisites for this course.
Substitutes:	ACE025, CMM115
Essential Employability Skills (EES) addressed in this course:	<p>EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>EES 6 Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>EES 10 Manage the use of time and other resources to complete projects.</p>
Course Evaluation:	Passing Grade: 70%, B
Books and Required Resources:	<p>Advancing Vocabulary Skills, Short Version by S. Nist and C. Mohr Publisher: Townsend Press Edition: 3rd ISBN: 0-944210-17-1</p> <p>Cites & Sources: An APA Documentation Guide by Haig, MacMillan and Raikes Publisher: Nelson Education Edition: 4th ISBN: 0-17-650852-X</p> <p>The Bare Essentials by Norton, Green and Waldman Publisher: Nelson Education Edition: 9th ISBN: 0-17-658399-8</p> <p>Workbook to accompany The Bare Essentials, 9th ed by Norton, Green and Waldman Publisher: Nelson Publishing</p>



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Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Read with Understanding for Various Purposes: to evaluate information, ideas, issues and styles of a variety of informational texts and literary pieces	<p>COMPREHENSION</p> <ul style="list-style-type: none"> -Select and use a wide variety of effective reading strategies -Apply a variety of strategies to extend vocabulary while reading with an emphasis discerning nuances and judging precision -Select and use specific and significant evidence from texts to support judgments and arguments. <p>INTERPRETATION</p> <ul style="list-style-type: none"> -Analyze and assess ideas, issues, explicit and implicit information in texts and media works -Identify bias in written media works -Compare ideas, values and perspectives in texts -Analyzes the influence of various factors (social, cultural and/or economic) on the themes and interpretations of texts <p>FORMS AND CONVENTIONS</p> <ul style="list-style-type: none"> -Analyze how elements in fictional and non-fictional works are used to enhance or influence meaning -Analyze how language is used in expository writing to communicate information and ideas -Analyze how authors use a variety of means such as literary devices to enhance meaning in texts -Analyze the effect of the author's choice of language, syntax and literary devices on self and others -Explain how writers use elements of design to organize information and present ideas.
Course Outcome 2	Learning Objectives for Course Outcome 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.	<p>RESEARCHING IDEAS AND INFORMATION</p> <ul style="list-style-type: none"> Investigate topics for written work by posing questions, identifying information needs and purposes for writing Develop research plan to acquire information and ideas Gather information from a variety of sources, Understand issues surrounding plagiarism <p>PURPOSE AND FORM</p> <ul style="list-style-type: none"> Assess information and ideas from research to determine sufficiency, reliability, credibility and suitability to the form and purpose of writing. Select and use appropriate forms to produce written work (book reports, research reports, summaries, short essays, video scripts) for specific audiences Select and use voice appropriate to purpose and audience Select and use language such as specialized vocabulary and figurative language as appropriate for purpose and audience <p>ORGANIZATION</p> <ul style="list-style-type: none"> Use appropriate structures and organizational patterns to present information in reports, essays, and expressive writing Revise drafts using editing and proofreading skills to strengthen



		<p>content and improve organization, precision, expression and effective style</p> <p>Cite research information according to APA standards</p> <p>MECHANICS (Grammar, punctuation, spelling)</p> <p>Use a variety of elements of grammar correctly and effectively</p> <p>Use grammar in unconventional ways for a particular effect</p> <p>Use punctuation correctly to achieve clarity</p> <p>Spell technical and literary terms correctly</p> <p>Confirm spelling of unfamiliar words by using word knowledge and a variety of sources</p>
	Course Outcome 3	Learning Objectives for Course Outcome 3
	<p>Speak and Listen</p> <p>Effectively: process and use oral communication effectively</p>	<p>PRESENTING</p> <p>Use an expanded vocabulary appropriate to the topic</p> <p>Make effective use of specialized business and technical language</p> <p>Use the language structures of standard Canadian English</p> <p>Use techniques for making effective oral presentations with a focus on previewing, reviewing, summarizing, using parallel structures and sustaining an appropriate tone</p> <p>Use props, handouts, charts and technology effectively</p> <p>INTERACTING</p> <p>Contribute to and lead discussions</p> <p>Suggest directions and solve problems in a group</p> <p>Connect ideas and arguments to other knowledge</p> <p>Make inferences</p> <p>Summarize important points</p> <p>LISTENING</p> <p>Record key information</p> <p>Detect assumptions, omissions and perspectives in discussions and oral presentations</p> <p>Assess the validity of arguments, evidence and conclusions</p> <p>Formulate questions to extend understanding</p>
	Course Outcome 4	Learning Objectives for Course Outcome 4
	<p>Interpret the Media</p> <p>Effectively: assess a variety of media works and create one type of media work.</p>	<p>ANALYSIS</p> <p>Distinguish between explicit and implicit messages in the media</p> <p>Explain how key elements in media forms are used to influence people</p> <p>Explain how different audiences react to different media works</p> <p>Explore connections between media works/practices and industry codes/government regulations</p> <p>DEVELOPMENT</p> <p>Design or collaborate on the creation of a media piece based on knowledge of media works (newsletter, journal, commercial, etc.)</p> <p>Document choices about design and production made during the creation of media works</p>

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight	Course Outcome Assessed
Business communications	10%	



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	Expository writing	25%	
	Quizzes	25%	
	Research process and paper	30%	
	Responsive reading and writing	10%	

Date: August 30, 2018

Please refer to the course outline addendum on the Learning Management System for further information.