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②图玄束華大學

教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	高級英文寫作			學年/學期 Academic Year/Semester		113/2
課程名稱(英文) Course Name in English	Advanced English Writing					
科目代碼 Course Code	EL34470	系級 Department 學三 & Year		開課單位 Course-Offering Department	英美語文學系	
修別 Type	學程 Program	學分數/時間 Credit(s)/Hour(s)		3.0/3.0		
授課教師 Instructor	/曾瑞華					
先修課程 Prerequisite						

課程描述 Course Description

This course aims to enhance student's ability to write English in professional styles suited to various contexts, ranging from academic writing to business correspondence. It equips students to meet diverse communicative purposes, from persuasion to job applications, across different media, including digital platforms such as emails, blogs, and social media, as well as multimodal formats like infographics, video scripts, and interactive presentations. By the end of the semester, students will be able to craft clear, concise, and audience-tailored professional writing across various genres and platforms. They will develop the ability to analyze rhetorical situations, adapt tone and style to different contexts, and apply effective strategies for coherence, persuasion, and clarity. Additionally, students will refine their editing and proofreading skills, integrate multimodal elements to enhance communication, and gain confidence in producing well-structured academic papers, professional emails, business proposals, and digital content suited for the contemporary workplace and scholarly environments.

課程目標 Course Objectives

授課進度表 Teaching Schedule & Content

To consolidate and refine English writing skills in preparation for writing in professional life or graduate school.

圖示說明Illustration : ● 高度相關 Highly correlated ○中度相關 Moderately correlated

週次Week 內容 Subject/Topics 備註Remarks 1 Course Introduction Introduction to Professional Writing from Brainstorming to Creating Unit 1. Foundations of Style 2 Professional Writing Reading: Canavor, Business Writing Today, Ch. 3~5 Assignment 1: Brainstorming, Organizing, Outlining Paragraph Writing Unit 1. Foundations of 3 Reading: Strunk, The Elements of Style, Ch. 9~10 Professional Writing Assignment 2: Writing a Paragraph Elementary Principles of Composition Reading: Strunk, The Elements of Style, Ch. 13~14 Ω Unit 1. Foundations of Reading: Fiona, Executive Writing Skills for Managers, p 49 4 О Professional Writing -50.Unit Review: In-class Discussion Structuring an Argument in Academic Writing, The Uneven U Reading: Hayot, The Elements of Academic Style: Writing for Unit 2. 5 Academic Writing the Humanities, Ch. 8 Assignment 3: Analyzing the Structure of a Given Text

6	Structuring an Argument in Academic Writing, Introduction o Reading: Hayot, The Elements of Academic Style: Writing for the Humanities, Ch. 11 o Assignment 4: Summarizing and Outlining the Introduction of a Given Text	Unit 2. Academic Writing
7	Citational Practices, Footnotes, and Endnotes o Reading: Hayot, The Elements of Academic Style: Writing for the Humanities, Ch. 19, 23 o Assignment 5: MLA Bibliography Writing	Unit 2. Academic Writing
8	Language: Figure of Speech and Jargon o Reading: Hayot, The Elements of Academic Style: Writing for the Humanities, Ch. 22, 24 o Unit Review: In-class Discussion	Unit 2. Academic Writing
9	Writing Letters and More Formal Messages o Reading: Canavor, Business Writing Today, Ch. 8 o Assignment 6: Writing Letters with Practical Purposes	Unit 3. Business and Professional Writing
10	Creating Strong Business Materials o Reading: Canavor, Business Writing Today, Ch. 9 (focused on p 268-270) o Assignment 7: Writing How-To Material That Works For Readers >>> (For Further Development into a Video Script Writing)	Unit 3. Business and Professional Writing
11	Using the Digital World Strategically o Reading: Canavor, Business Writing Today, Ch. 10 o Assignment 8: Crafting Your LinkedIn Profile & Posting or Reacting to a Post	Unit 3. Business and Professional Writing
12	Leverage Your Writing Skills for Spoken and Visual Media o Reading: Canavor, Business Writing Today, Ch. 11 o Unit Review: In-class Discussion	Unit 3. Business and Professional Writing
13	Story Structure: How Do You Tell a Story to be Made into a Film o Reading: Seth, Multimedia Storytelling for Digital Communicators in a Multiplatform World, Ch. 2	Unit 4. Digital and Multimodal Writing
14	The Building Blocks of Visual Storytelling o Reading: Seth, Multimedia Storytelling for Digital Communicators in a Multiplatform World, Ch. 5 o Assignment 9: Analyzing the Structure of a Given Film	Unit 4. Digital and Multimodal Writing
15	Editing a Video in Post-Production o Reading: Seth, Multimedia Storytelling for Digital Communicators in a Multiplatform World, Ch. 6	Unit 4. Digital and Multimodal Writing
16	Multimedia Storytelling in Entertainment, How Do You Write a Script? o Reading: Seth, Multimedia Storytelling for Digital Communicators in a Multiplatform World, Ch. 7 o Assignment 10: Constructing a Film with a Script	Unit 4. Digital and Multimodal Writing
17	期末個別晤談Final Individual Counselling	Unit 5. Advanced Professional Writing & Course Wrap- up
18	期末報告Final Presentation	Unit 5. Advanced Professional Writing & Course Wrap- up

教 學 策 略 Teaching Strategies					
✓ 課堂講授 Lecture ✓ 分組討論Group Discussion 参觀實習 Field Trip					
其他Miscellaneous:					
教 學 創 新 自 評 Teaching Self-Evaluation					
創新教學(Innovative Teaching)					
✓ 問題導向學習(PBL) ✓ 團體合作學習(TBL) 解決導向學習(SBL)					
翻轉教室 Flipped Classroom					
社會責任(Social Responsibility)					
■ 在地實踐Community Practice ■ 産學合作 Industy-Academia Cooperation					
跨域合作(Transdisciplinary Projects)					
■ 跨界教學Transdisciplinary Teaching ■ 跨院系教學Inter-collegiate Teaching					
──業師合授 Courses Co-taught with Industry Practitioners					
其它 other:					

學期成績計算及多元評量方式 Grading & Assessments									
配分項目	配分比例 Percentage	多元評量方式 Assessments							
Items		測驗 會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他
平時成績(含出缺席) General Performance (Attendance Record)	30%						~		出席
期中考成績 Midterm Exam									
期末考成績 Final Exam	40%				>				
作業成績 Homework and/or Assignments	30%		~	>					
其他 Miscellaneous									

評量方式補充說明

Grading & Assessments Supplemental instructions

教科書與參考書目(書名、作者、書局、代理商、說明)

Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

Canavor, Natalie. Business Writing Today: A Practical Guide. 4th ed., SAGE Publications, 2023.

Gitner, Seth. Multimedia Storytelling for Digital Communicators in a Multiplatform World. Routledge, 2016.

Hayot, Eric. The Elements of Academic Style: Writing for the Humanities. Columbia University Press, 2014.

Strunk, William. The Elements of Style. The Elements of Style Press, 2011.

課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址)

Teaching Aids & Teacher's Website(Including online teaching information.

Personal website can be listed here.)

其他補充說明	(Supplemental	instructions)