

 國立東華大學
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	EL_34470	系級 Department & Year	學三	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					
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					
授課進度表 Teaching Schedule & Content					
週次Week	內容 Subject/Topics				備註Remarks
1	Course Introduction				
2	Introduction to Professional Writing from Brainstorming to Creating Style o Reading: Canavor, Business Writing Today, Ch. 3~5 o Assignment 1: Brainstorming, Organizing, Outlining				Unit 1. Foundations of Professional Writing
3	Paragraph Writing o Reading: Strunk, The Elements of Style, Ch. 9~10 o Assignment 2: Writing a Paragraph				Unit 1. Foundations of Professional Writing
4	Elementary Principles of Composition o Reading: Strunk, The Elements of Style, Ch. 13~14 o Reading: Fiona, Executive Writing Skills for Managers, p 49-50. o Unit Review: In-class Discussion				Unit 1. Foundations of Professional Writing
5	Structuring an Argument in Academic Writing, The Uneven U o Reading: Hayot, The Elements of Academic Style: Writing for the Humanities, Ch. 8 o Assignment 3: Analyzing the Structure of a Given Text				Unit 2. Academic Writing

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	期末個別唔談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 ☐ 參觀實習 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 ☐ 磨課師 Moocs

社會責任 (Social Responsibility)

- ☐ 在地實踐 Community Practice ☐ 產學合作 Industry-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 Items	配分比例 Percentage	多元評量方式 Assessments							
		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 General Performance	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)									