



**UNIVERSIDAD SAN FRANCISCO DE QUITO**  
**SCHOOL: CIENCIAS SOCIALES Y HUMANIDAD.**  
**COURSE: ENG 1001E - Writing and Rhetoric**

**COURSE DETAILS:**

**Credits: 3**

**Prerequisites: Verify prerequisites in Banner academic system.**

**Co requirements: The course does not have Co requirements**

**COURSE DESCRIPTION:**

This course introduces students to fundamental rhetorical concepts that allow them to evaluate the effectiveness of both written and multimodal texts, and to apply rhetoric effectively in their own compositions. Because reading and writing are social practices, special emphasis will be given to collaboration in the writing process as well as the role of writing and rhetoric in questioning ideas and creating knowledge. The course culminates in a final Portfolio of approximately 3000-5000 words of student work, including a critical reflection on the learning process and carefully revised writings composed during the semester. The portfolio is worth between 20-25% of the final course grade.

**COURSE LEARNING OUTCOMES:**

#	Learning Outcomes	Level
1	Analyze the rhetorical effectiveness of both written and multimodal texts for specific audiences and contexts.	Medio
2	Implement rhetorical concepts including genre, context, audience, and appeals in both written and multimodal texts to persuade audiences.	Medio
3	Develop effective writing processes that includes strategies such as prewriting techniques, drafting, revision, and editing, both independently and in collaboration with other writers.	Medio
4	Articulate and sustain ideas clearly through common features of academic writing, including thesis statements, topic sentences, transitions, and supporting reasons and evidence.	Medio
5	Demonstrate precise control over the conventions of English grammar and writing mechanics toward the development of a clear and compelling writing style.	Medio
6	Analyze and distinguish between scholarly, popular, and trade sources using academic databases, print resources, and the internet and evaluate their credibility.	Medio
7	Summarize, quote, and paraphrase relevant and credible sources in writing, and accurately document sources within the conventions of a common scholarly citation method (MLA or APA).	Medio



## **COURSE CONTENTS:**

- Strategies for critical reading and thinking
- Principles of rhetoric for effective communication
- Writing process techniques
- Articulating, organizing, and supporting academic arguments
- Research and documentation techniques
- Conventions of English language usage

## **METHODOLOGY FOR THE INTEGRATION OF THEORETICAL AND PRACTICAL CONTENTS:**

The teaching methodology used to teach all the course at USFQ follow the liberal arts philosophy: encourage dialogue and enable the learning construction through providing opportunities for ideas exchange among teachers and students. It is expected that all the theoretical content courses explore potential applications to the professional practice and work context where students are anticipated to perform through the integration of diverse activities and simulations that foster the contextualized understanding of concepts using reality and professional practice as frames of reference.

## **HOURS DESCRIPTION OF APPLIED PRACTICE**

If this course has declared applied practice hours (laboratories, exercises, field trips, practicums, etc.); the instructor for the theoretical element is responsible for describing how the applied practices hours will be fulfilled and assessed during the semester.

Students must pass or fail both the theoretical and application practice components simultaneously.

All courses with declared applied practice hours must provide students with a written guide detailing the requirements for fulfilling the application practice component.



## **COURSE ASSESSMENT:**

Each instructor is responsible for creating an evaluation scheme that corresponds to the learning outcomes declared for each course. The assessment scheme should be presented in a clear and direct manner, such as a chart that indicates the assessment categories and the elements included in each category; it must indicate the total weight that each category will have on the final grade. Category weights may vary, but under no circumstance can an individual element weigh more than 25% of the final grade. For example, it is acceptable for a “Homework” category to weigh 30% if it includes three tasks that weight 10% each. However, a “Final Exam” category that weighs 30% and only includes one element would be unacceptable.

Some academic areas or specific courses have pre-established assessment parameters. In these cases, all instructors assigned to these courses must follow the pre-determined scheme.

If this course has declared applied practice hours (laboratories, exercises, field trips, practicums, etc.) the assessment of these hours must be incorporated within the course’s general assessment scheme.

#	Category	Description	Percentage of final grade
1	Portfolio	A portfolio of approximately 3000-5000 words of student work, including a critical reflection on the learning process and carefully revised writings composed during the semester.	25

## **MAIN BIBLIOGRAPHY:**

[The main bibliography must be in library in physical or digital format]

•dsford, Andrea, Michel Brody, Lisa Ede, et al. Everyone's an Author. Second Edition. New York: Norton, 2016. Print ISBN: 978-0-393-93895-1 Ebook ISBN: 978-0-393-28986-2

## **COMPLEMENTARY BIBLIOGRAPHY:**

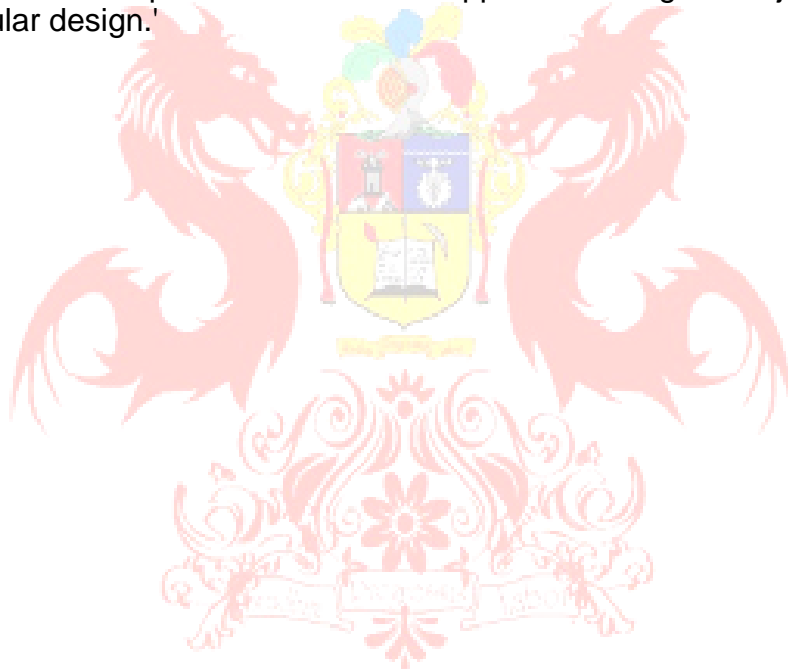
[The complementary bibliography can be digital format]



## **POLICIES:**

All students taking courses at USFQ must follow the ethics of learning, ethics of research and ethics of behavior rules detailed in the [USFQ's Code of Honor and Coexistence](#). All the general policies for the courses offered at USFQ are detailed in the Student's Manual, it can be downloaded in [Manual del Estudiante](#).

This syllabus (Syllabus) was reviewed and approved by the coordination of the academic area or department responsible, so all the parallels that are dictated must be governed by this program. If changes / adjustments to the study program are necessary, you should To the coordination of the academic area or department responsible so that the approved changes / adjustments are reflected in the system of Curricular design.'



Universidad San Francisco de Quito