Course number  ACCY 6900-12  
Instructor  Nick Moschovakis, Ph.D.  
Contact  nrm@gwu.edu  

Meeting place + time  
Class sessions: Duques 356, Mondays at 3:30–6:00 p.m. (Aug. 31–Oct. 19)  
Final examination: Monday, Oct. 26 at 3:30–5:30 p.m.  

Learning objectives  
Students will be able to (1) effectively strategize communication projects; (2) make outlines that inform the writing process and, as much as possible, its product, giving prominence to main and supporting messages; (3) write in simple, active sentences where possible, while determining where complex and passive ones are appropriate and how to use them well; (4) confidently build ordinary paragraphs, while knowing the uses of special ones; (5) write as concisely as possible; (6) effectively conduct presentations and slideshows.  

Instruction method  
In-class exercises, assigned during meetings and completed individually or in small groups as appropriate. Also, writing and related homework assignments to be completed individually and submitted when required.  

Grading  
Students are required to:  
• Attend regularly and participate attentively in class (30% of final grade).  
• Submit completed weekly written assignments when due (40% of final grade).  
• Take the final examination when administered (30% of final grade).  

No exceptions will be made to these requirements, except for:  

• Health emergency, with signed note from a physician (who must practice in the Washington, DC area or in another area where the student was verifiably located at the time of the emergency).  
• Family emergency, with signed note from a physician (subject to the same requirement above) or other professional (who must practice in the area where the emergency verifiably occurred).  


Academic integrity  All writing submitted in this course must come with a statement indicating whether the student worked entirely alone, with no help from anyone else in planning, writing, or editing the submitted work. Note: Most assignments will require students to work entirely alone. All conduct and written work must conform to the George Washington University Code of Academic Integrity.  

Disability services  Any student who feels that he or she may need an accommodation based on the effects of disability should contact the instructor privately to discuss specific needs. Additional information is at http://gwired.gwu.edu/dss/.
**Class meetings**

**Monday, Aug. 31**
- Before 12:00 noon, email your basic resumé to me at nrm@gwu.edu
- Strategizing: Know your 4 Ts (targets, template, tasks, time budget)
- Messaging: Ask and answer questions, rank main and supporting messages
- Framing your document: Use title and section headers to convey messages
- Planning each section: Formulate each paragraph’s point as one logical step; The straightforward paragraph (in-class exercises)
- Two-part assignment due on Friday, Sept. 4 and Monday, Sept. 14
  - Part 1: Revise basic resumé and email to me by end of Fri., Sept. 4
  - Part 2: Strategize, message, frame, plan, and draft a summary of the assigned reading (10 paragraphs; email to me by noon Mon., Sept. 14)

**Monday, Sept. 14**
- The special paragraph (in-class exercises)
- Revise the written assignment submitted by noon today (in-class exercise)
- Conciseness (in-class exercises)
- Revise written assignment again (in-class exercise)
- Assignment for Mon., Sept. 21: Prepare a small-group presentation (5 min.)

**Monday, Sept. 21**
- Small-group presentations and leading small-group discussion (4–5 groups)
- Assignment due Monday, Sept. 28: Written summary (3 paragraphs) + tweet

**Monday, Sept. 28**
- Writing to the point: The simple sentence (in-class exercise)
- Conciseness review
- Revise the written assignment submitted today (in-class exercise)
- Assignment due Tuesday, Oct. 6: Written recommendation (15 paragraphs)

**Monday, Oct. 5**
- The complex sentence: When to use it and how (in-class exercise)
- Cumulative review and synthesis: pre-writing to final product (revise draft)
- Slides and their stories: pre-writing (strategizing, messaging, framing, planning, with each slide like one paragraph); effective slides and bullets
- Presentation principles
- Assignment for Mon., Oct. 12 and Mon., Oct. 19: Final presentation (10 min.)

**Monday, Oct. 12**
- Final presentations (10 min. ea., 12–13 students; dismissal at usual time)

**Monday, Oct. 19**
- Final presentations (10 min. ea., 7–8 students; early dismissal at ~5:00)

**Monday, Oct. 26**
- Final examination: Given 120 minutes, students will edit documents to demonstrate skills in five areas (planning; putting questions and answers up front; constructing clear, unified paragraphs; writing brief, direct, mostly active and simple sentences; using clear, concise, and consistent language).