

ADV 4197: Advanced Writing

Instructor information:

- Name: Anyun Chatterjee
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- Office hours: By appointment

Course information:

- Class time: Tuesdays and Thursdays from 3:30pm to 4:50pm
- Room: Wachman Hall 412

Course description:

This course is meant to be a second writing intensive to build on the tools of argumentation and collegiate writing you developed (likely in ADV 1196 - Persuasive Writing). This semester, we will refine the skills you already have and work on developing your voice further for professional and academic settings. To accomplish this goal, we will undertake three major writing projects, as well as a number of in-class analytics and reflective exercises. By the end of this course, you will ideally have at least one, if not three, writing samples to assist you in the job market, as well as a stronger grasp of your own writing style and the requirements of scholarly and business writing.

Upon completion of this course, you will have stronger abilities to:

- Find, evaluate, and document evidence and sources
- Evaluate, construct, and criticize the core arguments of academic and business communication
- Identify the diverse communication goals of different audiences, and reflect this understanding in tone, style, and form choices
- Work collaboratively to develop highly polished documents for business and academic use

Required materials

You do not need to purchase a textbook for this course. All readings will be provided on Canvas.

You are expected to bring a laptop to class each day, and have access to the internet outside of class to complete assigned work. Additionally, access to a printer is highly recommended - there are printers available for student use at Charles Library, as well as the Tech Center.

Grading

This is a writing course, and therefore your grade is entirely dependent on the quality of your timely submissions. Please note that first drafts and writing conferences are required for final drafts to earn more than 75%.

All submitted work is graded on the following criteria. The instructor reserves the right to not grade any improperly formatted work (see formatting policy for information).

- **Structure** - 25%, a clear thesis along with coinciding paragraphs and transitions
- **Evidence** - 25%, for sufficient and accurate use of evidence to support claims
- **Mechanics** - 25%, correct spelling and grammar throughout, as well as clear and compelling content
- **Tone** - 25%, sophisticated language in addition to non-biased presentation of content. Additionally, for major projects, first-person statements are generally inappropriate.

Grade breakdowns

97-100%: A+	94-96%: A	91-93%: A-
87-90%: B+	84-86%: B	81-83%: B-
77-80%: C+	74-76%: C	71-73%: C-
67-70%: D+	64-66%: D	61-63%: D- (anything lower is an F)

Course assignments

ASSIGNMENT	DESCRIPTION	DEADLINE	POINTS
Revise an Old Paper (25 points total, 16.67% of final grade)			
Old paper	Select and submit a 5-10 page paper you wrote in a previous class which you feel exemplifies some of your strongest writing	8/28/25	5
Outline and Reflection	Outline the arguments and evidence used in each paragraph using the format on Canvas. Additionally, write a 1-2 page reflection on what the strengths of this paper are, as well as how it could be further improved	9/4/25	10
Revised draft	Taking the feedback you have received so far, revise and resubmit the paper	9/18/25	10
Write a Scholarly Paper (50 points total, 33.33% of final grade)			
Outline and Annotated Bibliography	Identify 5 peer-reviewed sources which correspond with your topic. Read each one and provide a brief summary of each. Next, outline the argument you wish to make for your paper, and identify where each source supports or challenges your argument. Additionally,	9/25/25	10

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	identify which parts of your argument still needs support from more evidence.		
First Draft	Write a 5-7 page paper where you explore a scholarly question having to do with advertising, and put forth an argument based on the reading you have done.	10/2/25	15
Reflection	Write a 1-2 page reflection on the first draft you submitted. Identify its strong points and where it needs improvement.	10/9/25	5
Final Draft	Incorporating the feedback you have received, revise and resubmit the scholarly paper.	10/23/25	20
Write an Advertising Campaign Strategy (50 points total, 33.33% of final grade)			
Annotated Bibliography and Outline	Identify 5 credible sources which correspond with your selected brand or product. Read each one and provide a brief summary of each. Next, outline the advertising campaign strategy you wish to put forth, and identify where your sources support or challenge your strategy. Additionally, identify which parts of your strategy need more evidence to support.	10/30/25	10
First Draft	Write a 5-7 page advertising campaign strategy where you succinctly explain the product or brand you will advertise, the competitive advantage you will center your strategy around, the audiences you will target, and the narratives which your campaign will focus on. Be sure to support each claim using cited evidence.	11/6/25	15
Reflection	Write a 1-2 page reflection on the first draft you submitted. Identify its strong points and where it needs improvement.	11/13/25	5
Final Draft	Incorporating the feedback you have received, revise and resubmit the advertising campaign proposal.	12/2/25	20
In-Class Exercises (25 points total, 16.67% of final grade)			
Topics of interest	In 1-2 paragraphs, describe which topics within advertising interest you, which you may	9/2/25	1

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	later build out into a project for this class or another venture.		
Advertisement Analysis	Using the tools discussed in class, analyze the arguments and narratives within one of the advertisements we watched in class.	9/9/25	3
Topic: Scholarly Paper	In 1-2 paragraphs, describe the scholarly question you wish to answer in your paper, and why it is an important question worth considering.	9/16/25	1
Peer Review: Old Paper Revision	We will do a traditional peer review of the resubmitted papers in class. You can only participate in this exercise if you submitted your revised paper by the deadline.	9/23/25	5
Topic: Advertising Campaign Strategy	In 1-2 paragraphs, describe the product or brand you will develop an advertisement campaign for, and why this particular brand or product may need a new strategy.	10/7/25	1
Competitive Advantage Analysis	Using the distributed worksheet, identify the competitive advantage of your selected product or brand, as well as the threats and opportunities you must address in your campaign strategy.	10/14/25	3
Self-Assessment	In 2-3 paragraphs, describe what you are getting out of class, and what items you might be struggling with or need more review of.	10/21/25	3
Peer Review: Scholarly Paper	We will do a traditional peer review of the resubmitted papers in class. You can only participate in this exercise if you submitted your revised paper by the deadline.	10/28/25	5
Essay Analysis	Using the tools discussed in class, analyze the arguments and narratives within one of the essays distributed in class.	11/11/25	3
TOTAL POINTS AVAILABLE			100

Due dates and late submissions

All assignments (excluding in-class exercises) are due on Canvas by 3:30pm on the indicated day (typically a Thursday). Additionally, I will provide a 5 point bonus to every submission that is

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brought as a printed copy at the beginning of class. The printed copy must be stapled or paperclipped, as well as clean and unwrinkled for these points to be applied.

Late submissions will be accepted up to 3 business days after the original deadline (generally meaning by 3:30pm on the next Tuesday), with 5 points taken off per each business day the submission is late. The physical submission bonus policy still holds if provided by the late deadline.

Writing conferences

Each student must schedule a conference with the instructor to review each first draft they submit. Writing conference slots will be provided on Canvas, and students are expected to email the instructor ASAP if they are unable to attend any of the provided slots. Additionally, a number of class days will be reserved for writing conferences as well, when the entire class will participate in the analysis and critique of writing, either from class members or from selected pieces.

Course schedule

Week	Date	In-Class	Homework
1	8/26/25	Review syllabus and course goals	
	8/28/25	What constitutes good writing in scholarly and business contexts?	DUE: Old Paper
2	9/2/25	How do we pick a good paper topic? EXERCISE: Topics of interest	Read: Section 2 in “Writing Research Papers across the Curriculum”
	9/4/25	Elements of argumentation	DUE: Old Paper Outline and Improvement Reflection
3	9/9/25	Annotated bibliographies and argument structure EXERCISE: Advertisement analysis	Read: Section 3 in “Writing Research Papers across the Curriculum”
	9/11/25	WRITING CONFERENCES	
4	9/16/25	WRITING CONFERENCES EXERCISE: Scholarly paper topic exploration	Read: Section 4 in “Writing Research Papers across the Curriculum”

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	9/18/25	Reviewing the literature and gathering evidence	DUE: Old Paper Revised Draft
5	9/23/25	EXERCISE: Peer Review of Old Paper Revisions	Read: Section 5 in “Writing Research Papers across the Curriculum”
	9/25/25	How do we assess the audience of our writing? What do we change based on the audience?	Read: Chapter 1 in “Communicating Effectively on the Job” DUE: Scholarly Paper Outline and Annotated Bibliography (please reference Appendix C in “Writing Research Papers across the Curriculum” for citation guidelines)
6	9/30/25	Evidence synthesis and argumentation nuancing	
	10/2/25	WRITING CONFERENCES	DUE: Scholarly Paper First Draft
7	10/7/25	EXERCISE: Ad strategy topic exploration	Read: Chapter 8 in “Communicating Effectively on the Job”
	10/9/25	WRITING CONFERENCES	DUE: Scholarly Paper Reflection on First Draft
8	10/14/25	EXERCISE: Competitive advantage analysis	Read: Chapter 11 in “Communicating Effectively on the Job”
	10/16/25	WRITING CONFERENCES	
9	10/21/25	Elements of good advertising campaign strategies. EXERCISE: Self-assessment	Read: Chapter 13 in “Communicating Effectively on the Job”
	10/23/25	Evidence in the business world, and ad strategy structure	DUE: Scholarly Paper Final Draft
10	10/28/25	EXERCISE: Peer review of scholarly papers	

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	10/30/25	Advertising and argumentation ethics	DUE: Ad Strat Outline and Annotated Bibliography
11	11/4/25	Advertising and argumentation ethics, cont. BONUS POINT EXERCISE: Advertisement analysis	Read: “Have the Ethics Changed? An Examination of Ethics in Advertising and Public Relations Agencies”
	11/6/25	WRITING CONFERENCES	DUE: Ad Strat First Draft
12	11/11/25	EXERCISE: Essay analysis	
	11/13/25	WRITING CONFERENCES	DUE: Ad Strat Reflection on First Draft
13	11/18/25	WRITING CONFERENCES	
	11/20/25	Group discussion: how has your thinking on what makes writing “good” changed over the semester? BONUS POINT EXERCISE: Advertisement analysis	Read: Chapter 15 in “Communicating Effectively on the Job”
14	11/25/25	NO-CLASS - FALL BREAK	
	11/27/25		
15	12/2/25		DUE: Ad Strat Final Draft
	12/4/25	IN-CLASS “FINAL” (Bonus points available!)	

General course policies

Participation, attendance, and tardiness

This class is primarily focused on bringing your individual writing skills to a higher level. As a result, a bulk of the class time will be focused on reviewing your writing and discussing with the instructor specific areas for growth and improvement. You are expected to be in attendance and actively engaged during each class session and writing conference, and any potential difficulty to meet this expectation must be communicated in writing to the instructor ahead of time. Repeated absenteeism or tardiness will be noted and may be cause for a grade deduction if consistently disruptive to the class.

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Professionalism

College education should prepare you for a fulfilling professional and personal life. Your ability to maintain a work life balance is crucial for that goal. Therefore, you are encouraged to read, write, and communicate with classmates and the instructor *only between 9am and 5pm, Monday through Friday*. The instructor will respond to emails only during this time, and may take 3 business days before responding.

Formatting policy - All submissions must follow these requirements and be in APA format to be graded:

- 1 inch margins, 12pt Times New Roman font, double spaced
- Indicate, either with a left-justified single-spaced 4-line header on the first page, or with a title page: your name, the class name, the date, and a title which encapsulates the gist of the paper (i.e. not “Essay 2”)
- Make an argument - not just a summary of what you learned but an actual defended point based on your thoughts around the course material
- Contain distinct paragraphs of at least 3 sentences each, with clear introduction and conclusion paragraphs
- A reference page with citations which are appropriately referenced throughout the submitted paper

Incomplete grade policy

Incomplete grades will be granted only in rare circumstances and require the approval of the instructor. Students who have not completed all the requirements prior to the last day of class will need to talk with the instructor about how this will be rectified.

Academic honesty and plagiarism

You are expected to do your own work and any form of academic dishonesty—plagiarism and cheating—is as unacceptable in this course as it is across the University and throughout higher education. Plagiarism is defined in the Bulletin as “the unacknowledged use of another person's labor, another person's ideas, another person's words, and another person's assistance.”

Use of generative artificial intelligence

While Gen-AI will definitely be a part of the modern workflow, because this class is supposed to help you develop your own ability to construct and critique writing, **in this class there are no acceptable uses of generative artificial intelligence** (e.g. ChatGPT, Grammarly, Grok, Claude, etc.). Any suspected use of such technologies will be cause for an Academic Dishonesty referral.

Disability disclosure statement

Any student who has a need for accommodation based on the impact of a documented disability, including special accommodations for access to technology resources and electronic instructional materials required for the course, should contact the instructor privately to discuss the specific situation by the end of the second week of classes or as soon as practical.

If you have not done so already, please contact Disability Resources and Services (DRS) at 215-204-1280 in 100 Ritter Annex to learn more about the resources available to you. We will work with DRS to coordinate reasonable accommodations for all students with documented disabilities.

Student and faculty academic rights and responsibilities

Please refer to Temple University's Recommended Statement. The University's policy on Student and Faculty and Academic Rights and Responsibilities (Policy #03.70.02) can be accessed through at: <http://policies.temple.edu/getdoc.asp?policy=03.70.02>.

Technology usage policy

Read Temple University's Technology Usage policy which includes information on unauthorized access, disclosure of passwords, and sharing of accounts. The Temple University Technology Usage Policy can be accessed at <http://policies.temple.edu/PDF/84.pdf>