

**ENG4952: Complex Communication Practices
The Enterprise Program
Fall 2004**

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725 Minerals & Materials
Fall 2004 Office Hours
Mondays 3:15-4:15 p.m.
Thursdays 2:00-3:00 p.m.

This course is designed to draw upon your experiences in ENG2962, Communication Contexts, ENG3962, Communication Strategies, and your overall Enterprise Team experiences, with an emphasis on what you've learned about communication.

I propose that we begin by asking together -- about all of that experience, "*So what?*"

We will try to answer that question by synthesizing your course and team experiences and then broadening the question to imagine how you can productively use your experience during your transition from student to professional.

We will use the first half of the semester (weeks 2-6) to review historical and contemporary research and applications in Engineering, Technical, and Professional Communications. We will look at how people engage in identity formation -- both as "students" and as "professionals." We use the second half of the semester (weeks 7-14) to address topics of particular interest to you that emerge from that review. Some possibilities:

- Designing and implementing large-scale project documentation
- Designing an Enterprise portfolio for your post-graduation use
- Researching Intellectual Property issues in your field
- Researching Computer-mediated communication practices in your field
- Exploring Visual Communication practices in professional environments

You will propose and we will negotiate professional-development projects during week 4.

Course Deliverables:

Project Proposal (one page): Week 4
Project Meeting (with draft): Week 6
Project Due: Saturday, October 23rd
Project Presentation: Saturday, October 23rd
Editing & Revising Workshop: Week 12

Course Texts

In-class handouts:

Florman, Samuel C. *The Introspective Engineer*. St. Martin's Press, 1996.
(selections)

Goffman, Erving. *The Presentation of Self in Everyday Life*. Peter Smith Publishers, 1999.
(selections)

Koen, Billy. *Discussion of the Method: Conducting the Engineer's Approach to Problem Solving*. Oxford UP, 2003. (chapter one: "Some Thoughts on Engineering")

Pacey, Arnold. *Meaning in Technology*. MIT, 1999. (chapter 4: "Social Meanings")

Rogers, Everett. *Diffusion of Innovations*. Free Press, 1995. (chapter 1: "Elements of Diffusion")

Tenopir, Carol and Donald W. King. *Communication Patterns of Engineers*. Wiley, 2003. (selections)

JRVP Library course reserves (project and discipline specific):

Bourne, Charles P. , et. al. *A History of Online Information Services, 1963-1976*. MIT Press, 2003.

Canel, Annie. *Crossing Boundaries, Building Bridges: Comparing the History of Women Engineers 1870's-1990's*. Harwood Publishers, 2000.

Cooper, Gail. *Air-Conditioning America: Engineers and the Controlled Environment, 1900-1960*. Johns Hopkins University Press, 1998.

Petroski, Henry. *The Pencil: A History of Design and Circumstance*. Knopf; Reprint edition, 1992.

Slaton, Amy. *Reinforced Concrete and the Modernization of American Building, 1900-1930*. Johns Hopkins Univ Press, 2001.

Academic Integrity Policy

Plagiarism is a serious offense, one whose sanctions range from a reduction in grades to expulsion from the University. According to the Dean of Students Office, Academic Dishonesty is prohibited and includes the following violations:

- Plagiarism: copying another's work or ideas and calling them one's own or not giving proper credit or citation.
- Cheating: intentional use of any unauthorized study aids, equipment, or another's work during an academic exercise.
- Fabrication: intentional falsification or invention of any information or citation during an academic exercise without proper authorization.
- Facilitating academic dishonesty: allowing or helping another individual to plagiarize, cheat, or fabricate information.

I am always available -- in person or via e-mail -- to discuss any plagiarism or other intellectual property concerns or questions you might have for this or for any other class.

ADA Statement

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