

SEEP SYLLABUS

Course title:	Introduction to Research and Writing on Contemporary Policy Challenges II			
Teacher(s):	Jonas Bunte			
Course credit:	ECTS: 4		Hours per week: 2,5	
Semester	<input type="checkbox"/> S1	<input checked="" type="checkbox"/> S2	<input type="checkbox"/> S3	<input type="checkbox"/> S4
Expected prior knowledge	<input type="checkbox"/> Yes		<input checked="" type="checkbox"/> No	
Teaching method(s):	Preparatory readings, teacher's input, discussions and other activities during class, small in-class case studies, group work, peer-review of assignments.			
Type(s) of evaluation:	<input type="checkbox"/> Exam		<input checked="" type="checkbox"/> Written report	
	<input checked="" type="checkbox"/> Participation / Presentation		<input checked="" type="checkbox"/> Group project	
	Other			
Short course description	<p>This might be the most important course you take during your university career. If you want to change the world, you need to learn how to communicate messages accurately and persuasively. However, how do we change the dominant narrative on a particular issue? How can we convince someone to change their opinion? How can NGOs ensure that their voices are heard?</p> <p>To answer the questions above, this course offers an introduction to the techniques and types of non-academic writing (in contrast to "IRWCPC I," which focuses on academic writing). We will first discuss under what conditions we can change narratives or convince others. We will subsequently examine how specific types of non-academic writing can help us accomplish the task. Specifically, you will be introduced to different kinds of memos, public relations communications, and official reports.</p> <p>Importantly, communicators in the public realm must focus on purpose, audience, and style -- foci that are different from typical academic writing practiced in most university classes. This course will help you identify intended audiences and understand how to communicate effectively with that group. In addition, we will encourage thoughtful document design to facilitate comprehension, readability, and usability.</p> <p>The course is designed to help strengthen skills of effective communication. However, learning how to write effectively, clearly, and concisely is impossible in the abstract. For this reason, we will make extensive use of hands-on writing assignments and rigorous peer review.</p>			
Topics (summary keywords)	Non-academic writing, policy memos, press releases, op-eds, annotated bibliographies, background memos, speeches.			
Selected readings:	<p>Julian Maynard-Smith (2021) "Research Your Readers" in <i>The Ultimate Guide to Business Writing</i> Routledge.</p> <p>Rapport F, Clay-Williams R, Churrua K, Shih P, Hogden A, Braithwaite J. The struggle of translating science into action: Foundational concepts of implementation science. <i>Journal of Evaluation and Clinical Practice</i>. 2018, 24(1):117-126.</p> <p>Kenneth Roman and Joel Raphaelson (2000) "Memos and Letters That</p>			

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Get Things Done” in *Writing that Works* Collins Reference.