

# CMNS 3420 – 02 – Advanced Professional Communication – February 2, 2026

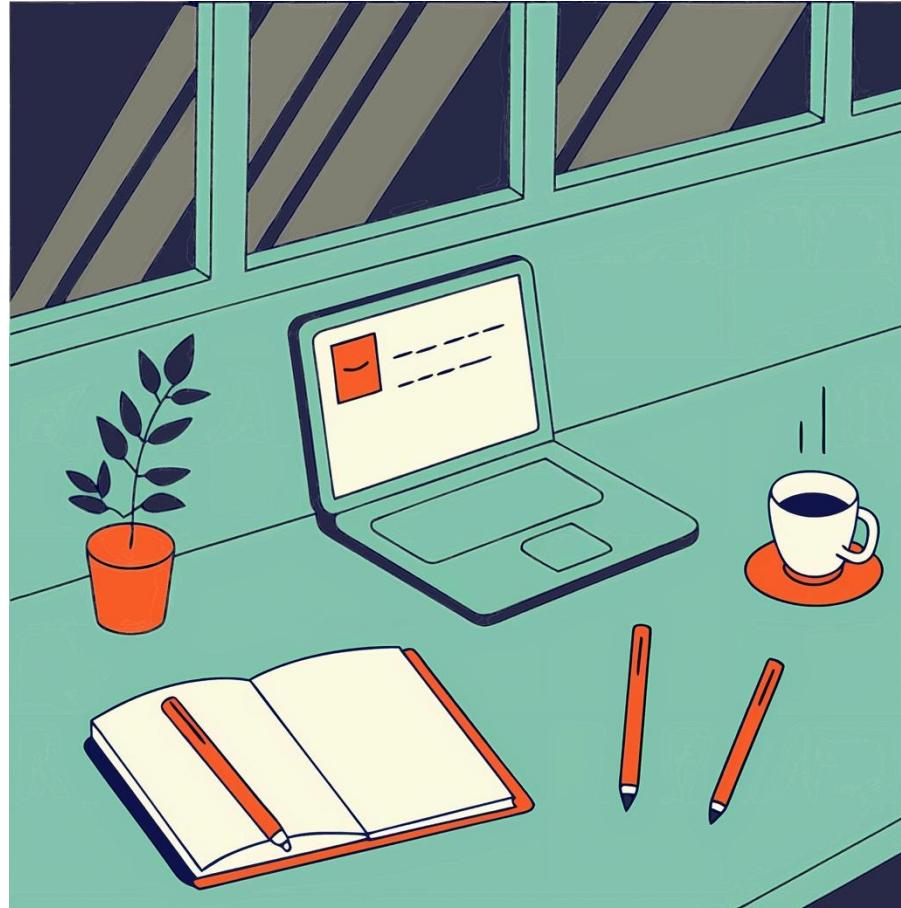


Illustration by [Art Attack](#) on [Unsplash](#)

# Coming up...

- Chef Package Give Away – February 11, 10:00 a.m.
- Dr. Gabor Mate - February 11, 7:00 p.m.
- Community Meal – February 12, noon to 1:00 p.m.
- Creative Tools of Tarot – February 13, 1:00-2:00 Writing Centre

**BLACK HISTORY MONTH 2026**

**SILENCING AND SILENT IN FUGITIVE SPACES:**

PROMOTING CIVILITY AND ANTI-RACIST DISCOURSE IN ACADEMIA



HOW DO EDUCATORS ACTUALIZE ADVOCACY FOR SOCIAL JUSTICE WHEN FACING THE “WHITE WALL OF SILENCE AND INACTION” AND REVERSALS OF INCLUSIVE POLICIES?

GUEST SPEAKER:  
DR. MARVA FERGUSON

TUESDAY, FEB 10TH  
6 – 8 P.M.  
PANORAMA ROOM, TRU

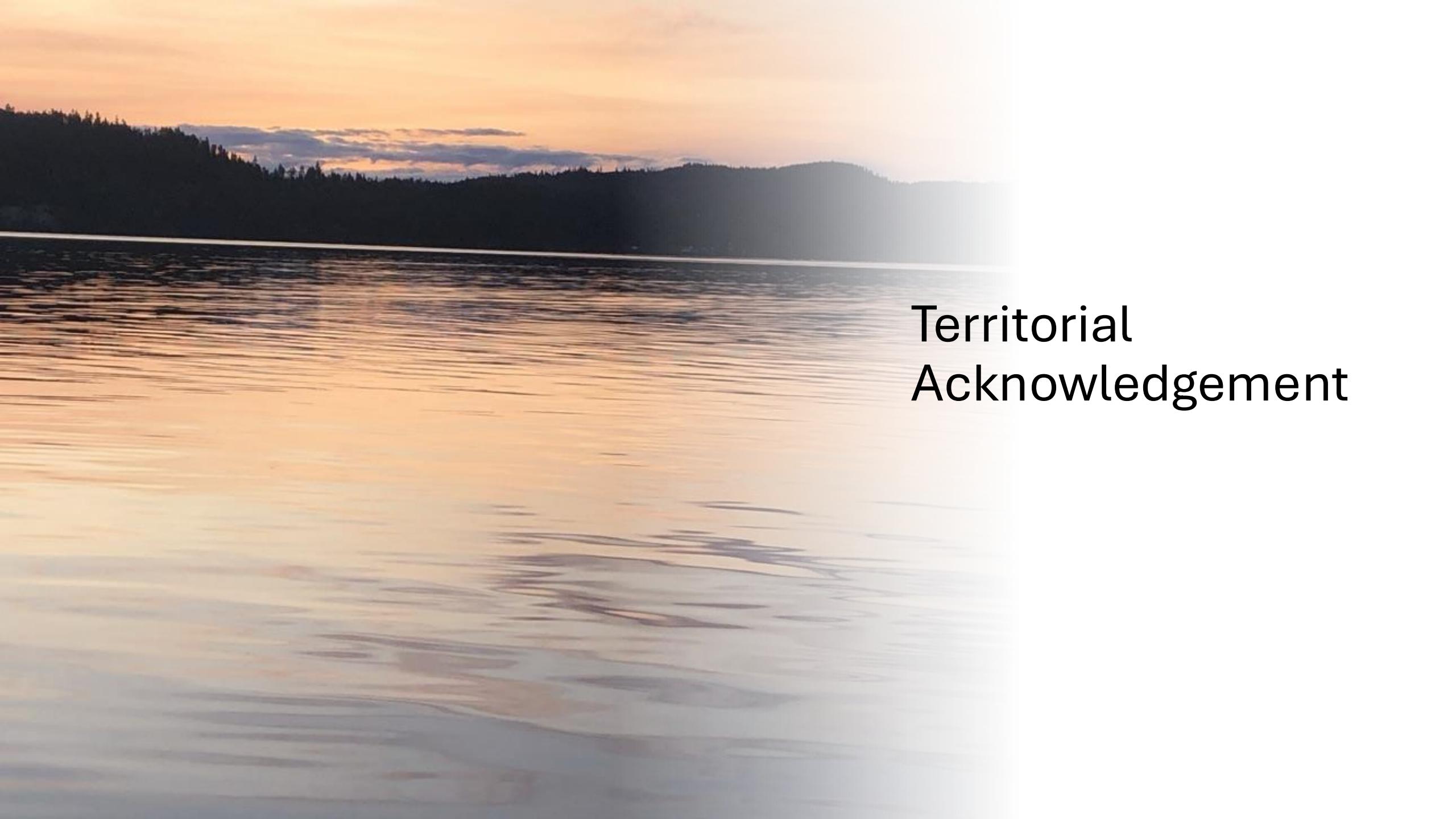
EVERYONE WELCOME!  
REGISTRATION ENCOURAGED



 THOMPSON RIVERS UNIVERSITY | Education & Social Work

 THOMPSON RIVERS UNIVERSITY | Office of Equity, Diversity, Inclusion and Anti-Racism



A wide-angle photograph of a lake at sunset. The sky is a vibrant orange and yellow, with darker clouds on the horizon. The lake's surface is calm, with gentle ripples reflecting the warm colors of the sky. In the background, a dark, silhouetted mountain range is visible across the water.

# Territorial Acknowledgement

# Where we're going today



Review of discourse  
communities, exigence, Kairos



Rhetorical appeals

# Course Project: Pathway for Knowledge Mobilization

## Proposal

- Persuasively *present your idea for the* Policy Brief
- Determine the focus and scope of your idea
- Demonstrate its value and your rationale for doing it

Demonstrate  
value and  
urgency of the  
Idea

## Policy Brief

- *Execute your idea as a Policy Brief*
- Complete the research and make your recommendations
- Clear articulation of the problem and stakes for finding solutions

Demonstrate  
substantial research  
and  
recommendations

## Communication Package

- *Mobilize your idea from the Policy Brief*
- Isolate key messages & recommendations for audiences
- Produces multi-media communication documents

Demonstrate  
sharing those  
recommendations  
broadly

## 1. Proposal Guidelines

Interested policy research groups should submit proposals according to the following template.

### 1. Introduction

- a. Brief overview of the Research Group's background and expertise
  - o What perspectives and interests define the group's work? This will help the reviewers to determine the area of contribution expected from this research group – economic, social, etc. In our scenario, for this section you make up a profile of the Consultancy you invent.
- b. Brief statement of your approach to the project
  - o What will be the scope and perspective you will take towards this project? What context will you work within, what issues will you explore, and who will benefit if this research is used to support policy development? What areas of government and society will find this proposed research useful to inform policy development?

### 2. Methodology

- a. Knowledge mobilization. What problem or issue does your research address? Indicate some existing pressures or issue related to the risks and opportunities of flexible work related to a specific context. What key questions will be explored in this research project?
- b. Value Proposition. How will this research and analysis help to address the problems outlined above? Why will this research and policy brief be significant and to whom? What will be gained by doing this work? What will be the benefits and long-term value of this project? Be persuasive!

### 3. Deliverables

- a. What will you produce for the client?

### 4. Timelines

- a. Proposed timeline for submission of each project deliverable.

This is the template for your Proposal. Use these headings.

Concise statement of what you propose to offer in your project. What will the client get and why will it be valuable?

Add details here to reinforce Introduction. What problem/issue in what context? Who is affected? Why does this need to be addressed?

What deliverables are specified in the RFP? Propose a timeline that matches your intended schedule for the course; not required to be accurate!



Discourse  
communities

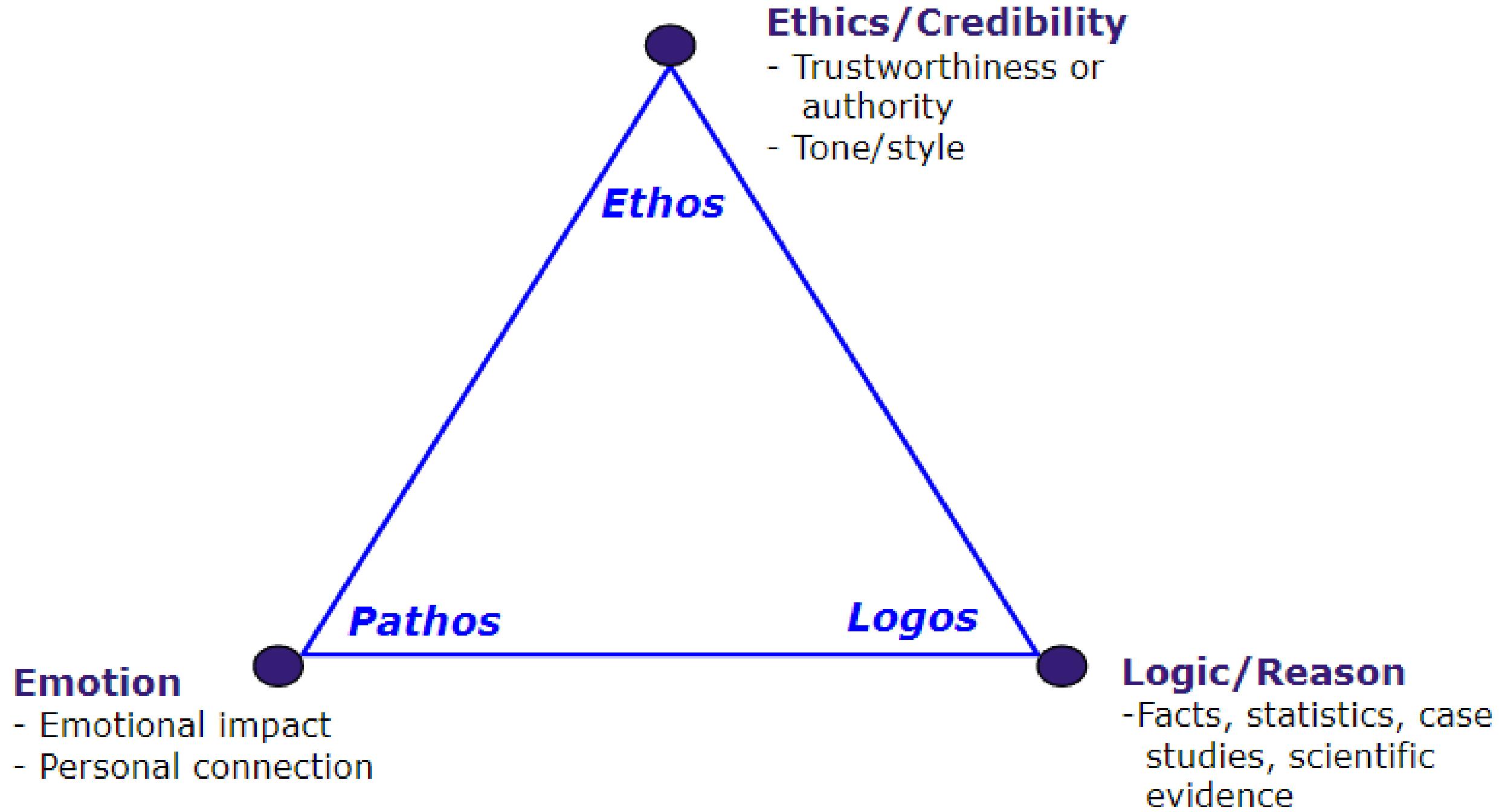
Exigence

Kairos

# Situating your proposal

- You want to influence government policy.
  - What will your contribution be?
- The government is asking for proposed research that would help them develop policy.
- Your proposal ONLY needs to convince the government reviewers that your topic area is one they need to pay attention to.
  - Ethos
  - Pathos
  - Logos
  - Kairos
- You should not include any recommendations in your proposal.







1.800.2 JOIN IN [verizonwireless.com](http://verizonwireless.com)





# What appeals will you be using in this Proposal?

“ ”

What appeals have you seen  
in the articles you've found so  
far?



What do you think will be  
most effective for the  
audience for your proposal?



In what section(s) of the  
proposal does one use these  
appeals?

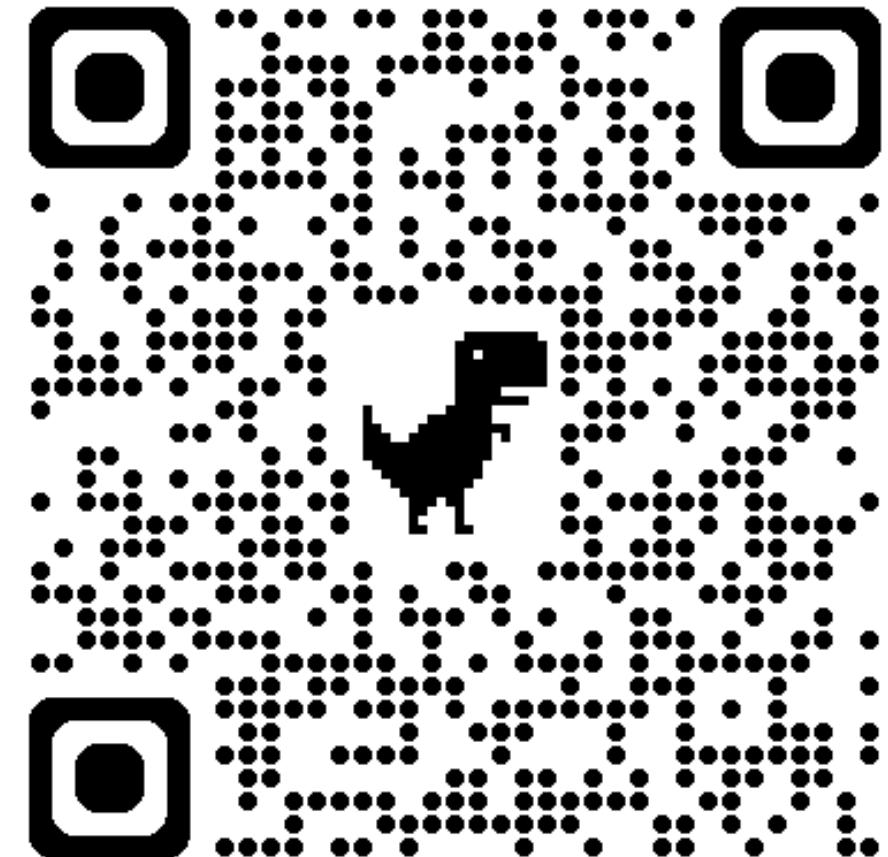
## Preparation for Wednesday

---

Watch this video and be prepared to discuss

[www.youtube.com/watch?v=lk7RDeZgF3I](https://www.youtube.com/watch?v=lk7RDeZgF3I)

Journal 3 due midnight Wednesday



## Principles of document design: Balance

