

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



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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





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.

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

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?

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

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!

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

3. Deliverables

- a. What will you produce for the client?

4. Timelines

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

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

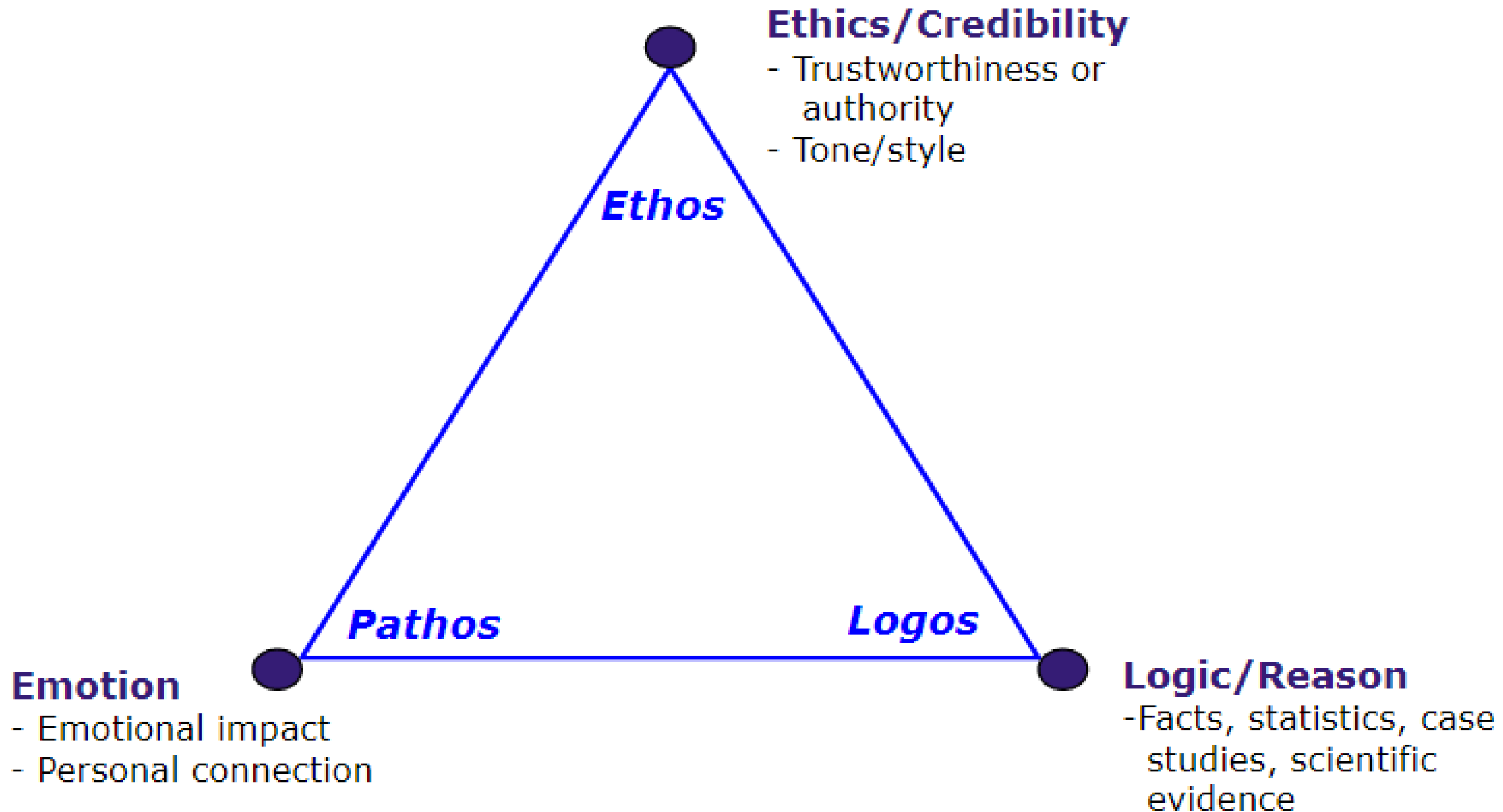
Exigence

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.







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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?



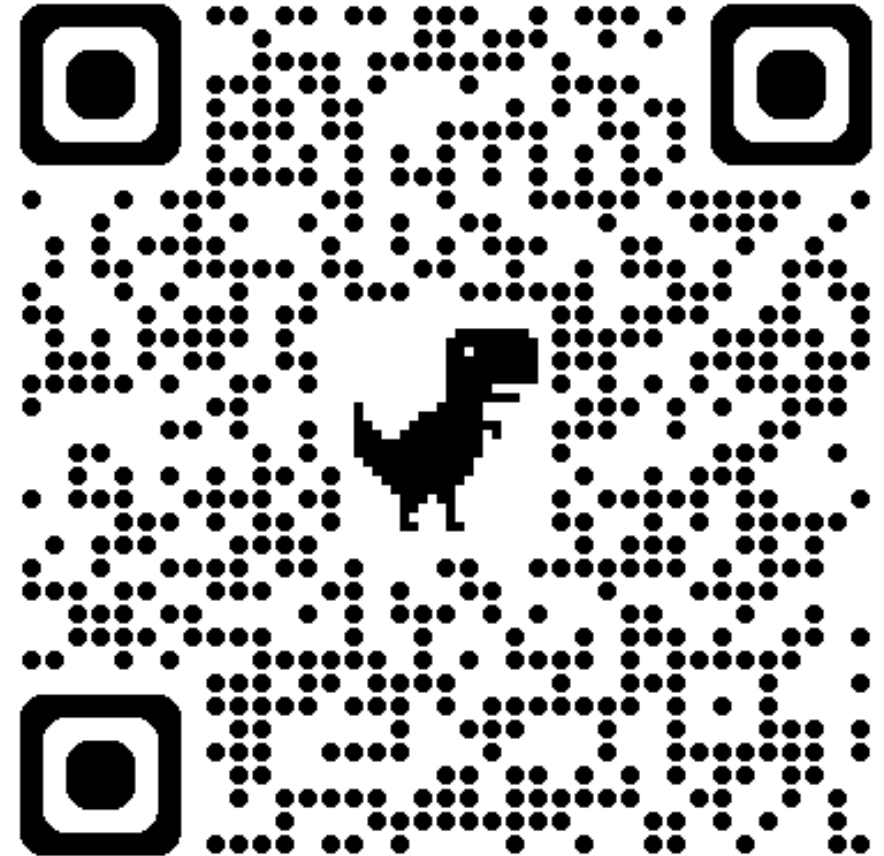
In what section(s) of the proposal does one use these appeals?

Preparation for Wednesday

Watch this video and be prepared to discuss

www.youtube.com/watch?v=lk7RDeZgF3I

Journal 3 due midnight Wednesday



Principles of document design: Balance

