

A man with long dark hair and a beard, wearing a green sweater, is sitting at a desk and looking at a laptop. A woman with dark hair in a bun, wearing a white shirt, is sitting next to him, looking at the same laptop and smiling. The laptop screen shows a dashboard with various charts and graphs, including a bar chart with '45%' and a line graph with '55%'. The background is a modern office with a chalkboard covered in colorful sticky notes, a desk lamp, and some plants.

September 17, 2026

CMNS 3240
Advanced Professional Communication – Fall 2026

Photo by [Vitaly Gariev](#) on [Unsplash](#)

News and events



TODAY – TRUSU Clubs Day and Community Fair

September 24 noon – TRUSU Community Meal

September 24 evening – TRUSU Outdoor Movie Night
and Food Truck Festival (movie is Michael)

September 25 – Canadian Assoc of Journalists Panel

September 29 – Open Mic Night

Territorial Acknowledgement



Where we're going today



Course website



AI Slop articles

Applying the 5
tenets



What are our GAI agreements in this
course?



If you're on the waitlist, please see me
after class.

Bookmark the course website



Find it from Moodle



cmns3240.trubox.ca

Message

information, argument
reasons, evidence, data, structure

**Strategic
Communication**

Rhetorical Triangle

Audience

beliefs, values
knowledge, experience

Communicator

ethos (credibility), authority
correctness, appearance, eloquence

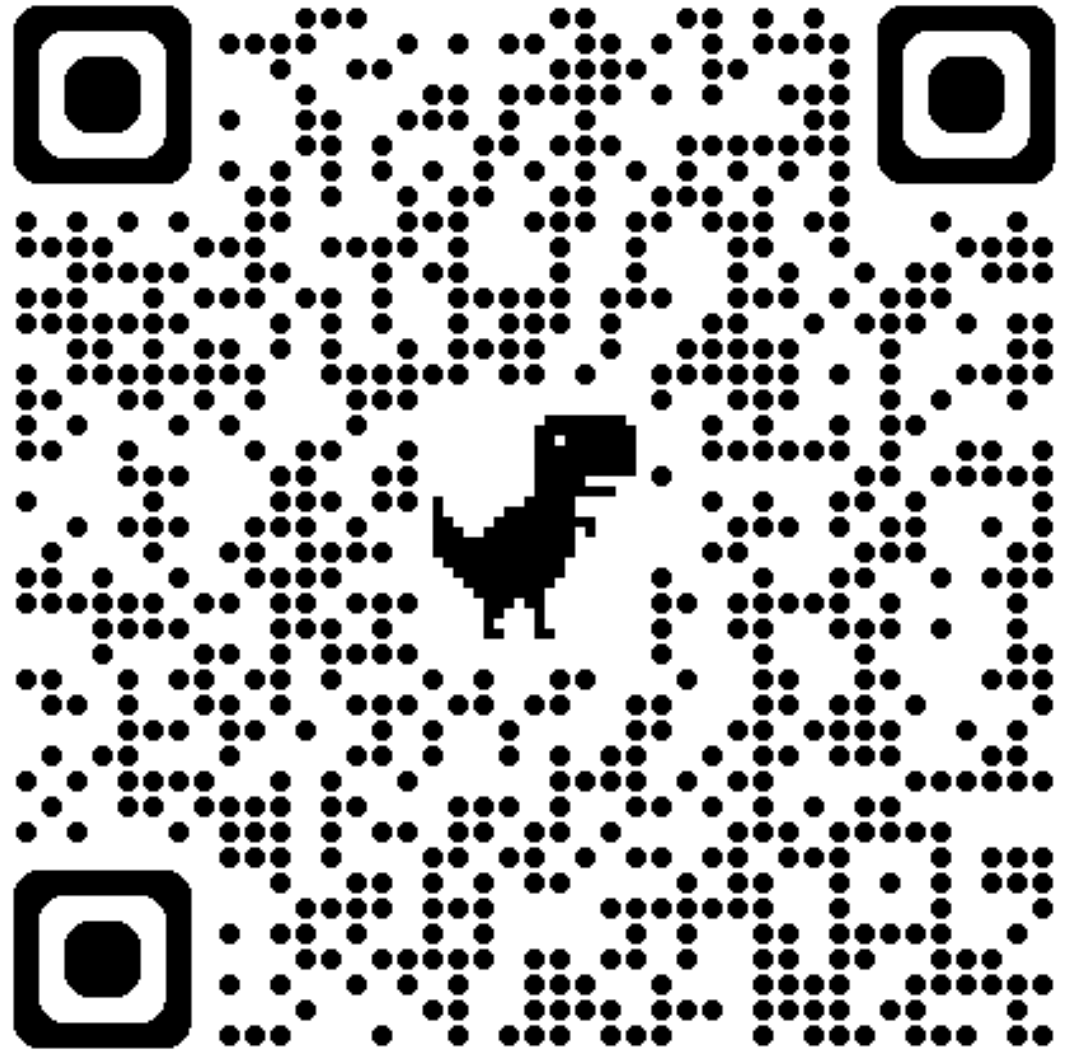


Five tenets of strategic communication



Drafting
together

Our GAI
agreement



Preparing for next class

- Read article linked at the bottom of Introduction Unit on Course Website