

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. 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.

October 1, 2026

CMNS 3240
Advanced Professional Communication – Fall 2026

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

News and events

- Soccer



Territorial Acknowledgement



Where we're going today



Gen AI Agreement



Tuesday's exit tickets



Exigence: why now?



Discourse community: whose world?



Small groups: four scenarios

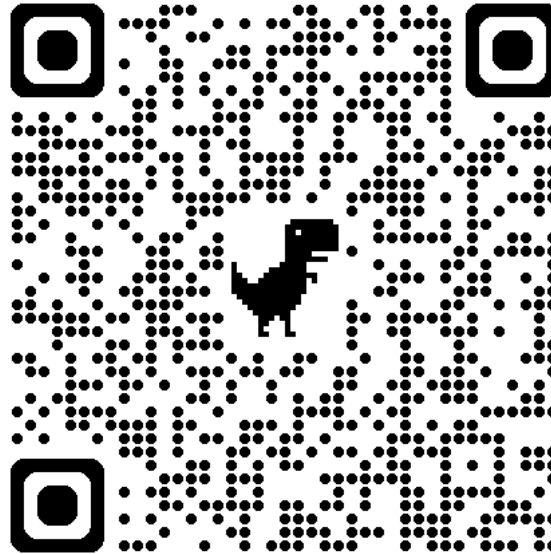


Choosing your artifact



Journal 1 opens today

Next draft of our AI Agreement



What you told me on Tuesday

- **Hardest: Rhetorical Appeals** (18 of 25 put it in their top two)
 - The terms themselves: ethos, pathos, logos, kairos
 - Not every message uses all four. A missing appeal is a finding.
- **Next: Content** (8 of 25)
 - How do you find what's not there?
- **Blurry pairs:** exigence vs. purpose, audience vs. discourse community
- **Audience:** nobody picked it. You've got this one.
- *Appeals and content in depth next week*

Exigence

- “*An imperfection marked by urgency*” (Bitzer, 1968)
- Something is not as it should be, and communication can help change it
- Ask: what problem does this piece exist to solve?
- Why now, and not last month?

Topic is not exigence

- Topic: what the piece is about.
- Exigence: why it had to exist, right now.
- **Tuesday's message from Dr. Airini**
 - Topic: a white nationalist gathering.
 - Exigence: a same-day need to stand publicly with Tk'emlúps before September 30.
- **TRU markets lab story** (September 22)
 - Topic: a lab expansion.
 - Exigence: your turn.
 - Test: if it had been published a month later, what would be lost?



Discourse community

- A group that shares goals, genres, and vocabulary, and has ways of bringing new members in.
- You already belong to several: this class, your program, your workplace.
- Ask: whose world does this piece belong to, and how does it signal membership?

Six markers of a discourse community

1. Shared public goals
2. Ways for members to communicate with each other
3. Those channels are used to share information and feedback
4. Its own genres
5. Its own vocabulary
6. Experienced members who bring newcomers in

Swales (1990), paraphrased

Business example: TRU markets lab

- TRU Newsroom, September 22, 2026
- The lab doubles from 5 to 10 workstations, with support from Raymond James.
- Which discourse communities is this story speaking to?
- Find two vocabulary signals for each.

Small groups: four scenarios

Each group takes one. All four are fictional.

- A. A credit union emails members about a mobile banking outage on payday.
- B. A grocery chain posts a new supplier code of conduct on LinkedIn.
- C. A startup founder emails investors after missing a revenue target.
- D. A hospital HR team emails nurses about a new scheduling system.

Your group's three questions

1. What's the exigence, in one sentence?
2. Who's the discourse community (broader than audience)? Name two words they'd expect to see.
3. Change the exigence. What has to change in the message?
4. **15 minutes, then report back.**

Choosing your artifact

- On the course site now:
 - Loblaw / George Weston: bread price-fixing statement
 - Twitter: the “hardcore” email
 - Peloton: Tread+ press release
 - Callaway: CEO apology statement
- **Choose one before you leave today.**

Journal 1 is open

- Due Friday, October 9, 9:00 a.m.
- Apply all eight questions to your chosen artifact.
- At least 150 words per question. Synthesis: at least 200.
- Argue, don't summarize: how and why does the artifact say what it says?
- Write the Synthesis last.

Preparing for next class

- Tuesday, October 6:
audience and purpose,
applied to your artifact
- Bring your artifact, printed or
on a laptop.
- Start Journal 1 with exigence
and discourse community.