

October 22, 2026

CMNS 3240
Advanced Professional Communication – Fall 2026

Photo by Vitaly Gariev on Unsplash

News and events

Every Monday 9:30-10:15 Every Wednesday 2:00-2:45
1522 Old Main
Yoga for Self Regulation

Thursday, October 29 6:00-8:00
Clocktower Theatre
Beyond the Labels: Understanding Neurodiversity



Territorial Acknowledgement



Where we're going today

- Where we are now
- Our AI Agreement
- Questions 1 to 5 as planning tools
- Worked example
- Pairs: map your plan
- Journal 3
- Coming up

Where we are now

- Unit 2 assignment: On the Unit Two page of the course site
- 4 minutes to present, 2 minutes of questions, no more than three slides
- Group 1 presents Thursday, November 5. Group 2 presents Tuesday, November 10.
- Journal 2 due Wednesday, October 28, 9:00 a.m.
- Journal 3 due Friday, October 30, 9:00 a.m.

Our AI Agreement

- Unit 2 presentation: AI for grammar and spell check only.
- Your slides and plan content must be your own.
- Read the full agreement before you start: CMNS 3240 GAI Agreement
- Every submission includes your AI declaration.

Same vocabulary, facing forward

- Tuesday: the audit asked what went wrong.
- Today: questions 1 to 5 become planning tools.
- For each one: what did your audit find? What does your plan do about it?
- Keep notes as we go. They feed Journal 2.

1. Exigence: what’s the problem now?

- Audit: why did the artifact exist?
- Plan: what has changed since it went out?
- The new exigence is the reaction to the artifact, not the original event.
- Feeds Journal 2, Section 1: The Problem

2. Audience: who comes first?

- Audit: who did the artifact reach, and who did it miss?
- Plan: who needs to hear from you first, and why?
- Rank by who is most affected, not by who is easiest to reach.
- Feeds Journal 2, Section 3: Audiences

3. Purpose: what should change?

- Audit: what was the artifact trying to do?
- Plan: who should think, feel, or do what, by when?
- Your purpose won’t match the original artifact’s purpose.
- Feeds Journal 2, Section 2: Goal and Objectives

4. Discourse community: whose rules?

- Audit: whose world did the artifact belong to?
- Plan: what conventions will each audience expect from you now?
- A press release, an internal memo, and a social post follow different rules.
- Feeds Journal 2, Sections 3 and 6

5. Appeals: what carries the message?

- Audit: which appeal was missing or misused?
- Plan: which appeal does your core message need?
- If the artifact damaged credibility, ethos may need repair before logos can land.
- Feeds Journal 2, Sections 4 and 5

Worked example: CrowdStrike

- Audit finding: “identified, isolated and a fix has been deployed” spoke to IT teams, not travellers.
- Exigence now? Who comes first?
- What should travellers think, feel, or do?
- Which appeal, and from whom?

Pairs: map your plan

- For each of the five questions, write one audit finding and one planning choice.
- Partner asks: does this choice follow from that finding?
- Circle the choice you’re least sure of.
- Bring it to Tuesday’s workshop.

Journal 3: Plan presentation preparation

- Assigned today
- Turns your Journal 2 plan into a presentation
- Remember: no more than three slides
- Due Friday, October 30, 9:00 a.m., in Moodle

Coming up

- Tuesday, October 27: plan workshop. Bring your Journal 2 draft.
- Wednesday, October 28, 9:00 a.m.: Journal 2 due
- Thursday, October 29: presentation skills, structure and argument
- Friday, October 30, 9:00 a.m.: Journal 3 due