Writing with Emotional Intelligence

Instructor: Erin Lebacqz
Email: erin@highvaluewriting.com
Office Hours: By Appt
Meeting link (Zoom): [URL to be added]

Term Dates: 1/10/23—3/7/23
Class Days: Tuesdays
Class Times: 6-8 pm CT

Course Description

We often hear about bringing emotional intelligence to our personal interactions and conversations, but what about our writing?

In today’s largely remote environment, we create and maintain relationships through writing. We may not meet everyone we email, DM, text, or share documents with, but we learn about one another—and build trust—through each other’s writing.

Bringing intentional emotional intelligence to our writing helps us write to both inform and connect with our readers.

This course will help you manage the informational and emotional meaning in your writing, to connect with your readers through purposeful tone and word choice.

Learning Objectives

In this course, you’ll learn to:

- Recognize the two sides of meaning: informational and emotional
- Consider the way words affect beliefs and behaviors
- Choose words that best meet your writing goals and best impact your reader
- Connect with your audience by bringing emotional intelligence to your writing
- Manage tone in your writing by considering word choice impacts

About Your Instructor

Erin Lebacqz has been teaching writing for 25 years, both in the United States and internationally. Erin created the High-Value Writing program to help business writers develop more clarity and confidence in their writing. Erin’s book and YouTube channel provide down-to-earth strategies and examples to help readers learn to write with clarity, confidence, and emotional intelligence.
Required Texts

- *High-Value Writing: Real Strategies for Real-World Writing*, Lebacqz
- Videos from the High-Value Writing YouTube Channel
- Articles posted on the University of Chicago Course Website

Class Calendar*

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading Due</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2 Sides to Meaning: Informational and Emotional</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>2</td>
<td>Purpose-based writing: Audience-oriented writing</td>
<td>HWV Ch1</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Targeting meaning and tone</td>
<td>HWV Ch2-3</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Hosting readers</td>
<td>HWV Ch4</td>
<td>Text Hosting Analysis</td>
</tr>
<tr>
<td>5</td>
<td>Writing IQ + Writing EQ: Building Relationships</td>
<td>HWV Ch5-6</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Prepare for Scenario Discussions</td>
<td>Articles TBA</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Scenario Discussions</td>
<td>N/A</td>
<td>Scenario</td>
</tr>
<tr>
<td>8</td>
<td>The Future of Writing Wrap-up and Celebrate</td>
<td>Articles TBA</td>
<td></td>
</tr>
</tbody>
</table>

*Subject to Change