

**\*\*\*Note: These documents, pieces of evidence, and the hypothetical scenario is used for the specific purpose of University Conduct Board training. This is not an actual Student Conduct Incident Referral.\*\*\***



# Mock Formal Hearing for UCB Members

## Summary of Alleged Incident Information

**Date of Alleged Violation:** Sunday, September 26, 2021

**Referred Student:** Wendy Warrior

**Referred Student ID Number:** 000123456

## Formal Hearing Information

**Hearing Type:** Mock Formal Hearing

**Hearing Officer(s):** University Conduct Board Members

## Alleged Violations of Community Standards

Alleged Violation #1

**Academic Misconduct – b:** Providing or receiving assistance in an examination, test, assignment, paper, or project in a manner not authorized by the instructor.

Alleged Violation #2

**Academic Misconduct – e:** Presenting as one's own, the ideas or works of another person(s) scholastic, literary, or artistic—in whole or in part, without proper and customary acknowledgment of sources.

**\* DO NOT REMOVE THIS FORM FROM THE FORMAL HEARING ROOM \***

*The Office of Student Conduct and Community Standards is committed to providing reasonable accommodations for disabilities. If you require accommodations in order to fully participate in this process, please notify us at (570) 422-3461 a minimum of five (5) working days prior to your meeting.*

# Witness List for the Referred Student

## Mock Formal Hearing Information

Mock Formal Hearing Date: Tuesday, November 9, 2021

Mock Formal Hearing Time: 2:00pm

Hearing Type: Mock Formal Hearing

Hearing Officer(s): University Conduct Board Members

## Referred Student Information

Referred Student: Wendy Warrior

Advisor for the Referred Student: n/a

## Witness List

Please print the name(s) and relationships of any witness(es) you will be bringing to your Formal Hearing. If you have questions please contact Student Conduct and Community Standards.

Witness Name	Status/Relationship to Referred Student
Amy Miller	ESU Student and Friend

Witnesses should arrive 10 minutes early for the Formal Hearing. The Office of Student Conduct and Community Standards is located in the back lower level of Sycamore Suites Building.

If you have any questions, you may contact the Office of Student Conduct and Community Standards at (570) 422-3461.

**\* PLEASE RETURN THIS FORM TO THE OFFICE OF STUDENT CONDUCT AND COMMUNITY STANDARDS PRIOR TO YOUR FORMAL HEARING \***

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# Participant List for Mock Formal Hearing

## Mock Formal Hearing Information

Mock Formal Hearing Date: Tuesday, November 9, 2021

Mock Formal Hearing Time: 2:00pm

Hearing Type: Mock Formal Hearing

Hearing Officer(s): University Conduct Board Members

## Referred Student Information

Referred Student: Wendy Warrior

Advisor for the Referred Student: n/a

## Participant List

Participated	Name	Student – Faculty – Staff – Other	Status/Relationship to Referred Student
	Professor John James	Faculty	Reporting Party
	Waverly Warrior	Student	Referred Student
	Amy Miller	Student	Witness for Referred Student

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## Referral Submitted through Guardian

### Case Log for IR#

<b>IR #:</b>	123
<b>Reported by:</b>	Professor John James
<b>Reported Date and Time:</b>	October 4, 2021 at 2:47pm
<b>Incident Type:</b>	Student Conduct Incident Referral
<b>Date &amp; Time Info:</b>	September 26, 2021 at 11:57pm
<b>Location Info:</b>	Online/Internet/Web
<b>Building:</b>	n/a
<b>Building Room Number:</b>	n/a
<b>ESU Police Contacted:</b>	No
<b>EMS Contacted/On Scene:</b>	No
<b>Incident Details:</b>	<p>I am currently teaching English 100, Section 2 for the Fall 2021 semester. On Sunday, September 26<sup>th</sup>, 2021 I received a plagiarized paper from student Waverly Warrior. Ms. Warrior turned in Assignment 2 on the D2L dropbox at 11:57pm; the deadline for assignments was 4:00pm earlier that day.</p> <p>I reviewed the paper on Monday, October 4<sup>th</sup>, 2021 at approximately 2:00pm. Upon review I found multiple paragraphs to be nearly identical to two online sources as noted by TurnItIn:</p> <ul style="list-style-type: none"> <li>- Online Source #1</li> <li>- Online Source #2</li> </ul> <p>For this assignment the guidelines stated that students could not use online sources (as I've had issues with plagiarism in the past) so this was automatically given a grade of 0. I emailed Ms. Warrior on October 4<sup>th</sup>, 2021 at approximately 2:30pm to inform her of the failing grade and</p>

	explain that I have referred this to Student Conduct. I have not heard from Ms. Warrior at the time of this referral.
<b>Files Attached:</b>	English 100 Syllabus Assignment #2 Instructions Paper from Waverly Warrior TurnItIn Report for Waverly's paper Copies of Plagiarized Websites

# Referral Attachment #1 – Course Syllabus for English 100

**Professor John James, Ph.D.**

English 100, Section 2

Class Schedule: MWF 2:20pm - 3:50pm

*Please contact via email for Office Hours or to schedule a meeting*

## Course Description

*\*Here is where a brief description of the class and required text(s) would go...\**

## Course Schedule

Week 1 - First Day of English 100, Section 2 class on August 30<sup>th</sup>, 2021

- Syllabus review and Group assignment review
- Begin Chapter 1 Lecture and Discussion

Weeks 2 and 3 - Class Schedule

- Assignment #1 Due - Monday, September 6<sup>th</sup>, 2021 by 4:00pm (Upload to D2L page)
- Review Chapter 1 and 2 (Monday); Lecture on Chapters 3 and 4 (Wednesday and Friday)
- For Week 3, we will have Individual Paper Review Workshops on Monday. The class lectures are canceled for Wednesday/Friday due to a conference. Use this time to review Chapters 5 - 7.

Week 4 - Class Schedule

- Lecture on Chapters 5, 6, and 7 (Monday and Wednesday)
- Video Days (Friday): Netflix Watch Party to view *Moxie* and Discussions
- Assignment #2 Due – Sunday, September 26<sup>th</sup>, 2021 by 4:00pm (Upload to D2L Assignment page)

*\*Here is where the rest of the schedule would go...\**

## Academic Integrity Statement

All students at East Stroudsburg University are expected to uphold the integrity of the academic institution by adhering to course and major guidelines. For this course, unless told explicitly otherwise all students must work independently on assignments. You may wish to discuss class materials, the texts, or the films with others in the class; discussion with peers is acceptable and encouraged, however you are not permitted to discuss your responses to any assignments or quizzes prior to submitting your classwork. All assignments will be reviewed through TurnItIn.com for plagiarism. Please check your work to make sure all sources are accurately quoted/cited in all academic work. Failure to adhere to Academic Integrity guidelines will be sent to Student Conduct and Community Standards for review.

## Referral Attachment #2 – Assignment #2 Guidelines

### Assignment #2 Guidelines

*Due to D2L Dropbox by 4:00pm on Sunday, September 26<sup>th</sup>, 2021*

For this independent assignment you will write a 500-word reflection on Chapters 6 and 7 from the textbook. You are only permitted to use your class notes and textbook; no outside/online sources are permitted for this assignment. Your reflection should synthesize at least two main topics from these chapters. Think of it this way: if you had to give an "elevator pitch" on these two chapters what would be essential to include in a 60-second explanation? Based on your two main topics add commentary on the importance of these points and relate this to your own academic experiences with writing.

This assignment is reflective in nature, but you may wish to include references from class discussions. To include a reference to the text, simply include the page number(s) in parentheses (e.g. "p. 12"). For class notes please include the date of the lecture (e.g. "September 6, 2021"). Remember to cite any direct quotes from these sources. If you need help on this assignment please visit the ESU Writing Studio, or reach out to me at least 5 days prior to the due date to ensure we have time to meet.

**Referral Attachment #3 – Paper from Referred Student**

Pages 9 – 10

**Referral Attachment #4 – Turn It In Report**

Pages 11– 13

**Referral Attachment #5 – Article from “MasterClass.com”**

Pages 14 – 15

**Referral Attachment #6 – Article from “Indeed.com”**

Pages 16 – 19

Waverly Warrior

February 28<sup>th</sup>, 2021

English 100, Assignment #2

### Chapters 6 & 7: Persuasive Writing in the Workplace

Chapters 6 and 7 in the textbook talk about the importance of persuasive writing, and in this assignment I will explain why this is an essential form of communication. In any workplace setting you will need to use persuasive writing to communicate an opinion or decision; this is especially true for managers and leadership within businesses. As a communication major, knowing how to use persuasive writing is an essential skill particularly for the field of advertising and public relations.

Persuasive writing is a form of argumentative writing that presents logical arguments with emotional appeal in order to sway people to a particular point of view. An argumentative essay introduces both sides of a debate and allows you to make an informed choice, but a persuasive essay only includes information that supports your thesis statement. Persuasive writing helps improve a writer's ability overall, teaching them how to use facts and research in an expressive and succinct way.

Persuasive writing is used in many forms of media, such as commercials, advertisements, brochures and more. Think of the last commercial you watched on TV; whatever the product advertised was, the commercial probably made you feel like it was a necessity, even if it really is not. This is an example of persuasive writing, and purchases from commercials are in the billions every year. It can be powerful, influencing people to believe in a cause and putting out a call to action, like donating to a certain charity or voting for a particular political candidate. Social

media platforms are full of ‘influencers’. Influencers have large numbers of online followers and use their platforms and persuasive arguments to garner support from their online followers. Influencers use empathy and influence to make persistent persuasive arguments, or at times, to push people into action through giveaways and access to exclusive content.

To be a successful writer you should remember the key principles of persuasive writing. First, you will want to build trust in your target audience and build credibility by being authentic. An audience is more likely to see you as an authority on a subject if they trust you, and that is essential for establishing credibility. You will want to make sure your communication answers the questions of who, what, when, where, how and why. If you don’t explain the answer to these questions the audience will not listen to the rest of your argument. You will also need to tap into the emotions of your audience and express your authority on the subject matter, otherwise no one will pay attention.

Second, you need to consider the language and tone used in your persuasive writing. You can use language techniques such as flattery, hyperbole, active language and statistics to connect with your audience in a meaningful way. The tone of the persuasive writing will determine whether you gain support or are criticized by your audience. Your tone may be authoritative, logical, passionate, humorous, intelligent or neutral. You should carefully select techniques and language that reflect a tone favorable to your audience.

Persuasive writing is an effective communication tool that can be used in any field, but is especially important in the field of communication. Social media and online engagement can benefit from effective persuasive writing, and an effective media strategy will increase sales and company profits. All companies should have employees trained in persuasive writing and the use of social media for a healthy company budget.

# TURN IT IN REPORT

Waverly Warrior

February 28<sup>th</sup>, 2021 English 100, Assignment #2

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## 50/100 Originality Report for “Waverly Warrior Assignment #2”

### 1. Master Class Article (30% of total paper)

<https://www.masterclass.com/articles/persuasive-writing-tips-and-techniques#what-is-persuasive-writing>

### 2. Indeed.com Article (20% of total paper)

<https://www.indeed.com/career-advice/career-development/persuasive-techniques-to-improve-your-writing>

# 8 Persuasive Writing Tips and Techniques - 2021 - MasterClass

[Writing](#)

Written by the MasterClass staff

Last updated: Sep 10, 2021 • 4 min read

Persuasive writing is utilized by writers to take a stance on an issue, convincing readers to agree with a certain opinion or idea. Persuasive writing appears across media in many different forms, such as op-eds, reviews, and advertisements. A good persuasive argument uses a combination of thorough research and careful word choice in order to present the writer's opinion strongly and get the reader to agree.

## Jump To Section

- [What Is Persuasive Writing?](#)
  - [The Pros of Writing Persuasively](#)
  - [8 Tips for Better Persuasive Writing](#)
  - [Want to Learn More About Writing?](#)
- 

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## What Is Persuasive Writing?

Persuasive writing is a form of argumentative writing that presents logical arguments with emotional appeal in order to sway readers to a particular point of view. Where an argumentative essay introduces both sides of a debate and allows the reader to make an informed choice, a persuasive essay is about the inclusion of information that supports your thesis statement, only involving counterarguments as a means to discredit them.

Persuasive pieces appear in various forms of marketing. Advertisements often tug on heartstrings to influence people to buy a product or service. Health magazines publish columns about new must-try diets. Travel brochures convince you where the next trendiest vacation spot is. Persuasive writing is everywhere, but the writing process is not as simple as just sharing an opinion.

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## The Pros of Writing Persuasively

Persuasive essay writing is a useful writing skill. It allows a writer to clearly present their ideas in a structured and convincing way. Persuasive writing can be powerful, influencing people to believe in a cause and putting out a call to action, like donating to a certain charity or voting for a particular political candidate.

Persuasive writing helps improve a writer's ability overall, teaching them how to use facts and research in an expressive yet succinct way. A writer learns to [communicate](#) their main points efficiently and present a clear argument.

## 8 Tips for Better Persuasive Writing

In order to be a more influential writer, there are a few persuasive writing techniques a writer may utilize:

1. **Pick a topic you're passionate about.** You'll do your best persuading when it's something you truly believe in. If you have the option to pick a topic, choose one that appeals to your own sensibilities. There will be research to do regardless, but already having a strong opinion about your subject will make its defense a bit easier.
2. **Know your audience.** If you want to convince readers to believe and agree with you, know who you're talking to first. For example, if you're writing a persuasive letter about why standardized testing should be removed from school systems, your audience will likely be parents: Keep that in mind when writing to your targeted demographic.
3. **Hook the reader's attention.** A persuasive writer should present their opinion with a declarative statement that clearly expresses their point of view. Starting with a fact, research findings, or any other evidence that explicitly states information supportive of your thesis will immediately clue the reader in to what the essay will be about, what your position is, and if they're interested enough to read on to see if they'll be on your side.
4. **Research both sides.** In order to convince the reader to agree with you, you also have to know what you're trying to get them to disagree with. Your audience may be completely stuck in their ways, so knowing both sides of your argument—and how to effectively counter the opposition—will assuage any followup questions a reader may have that can cast doubt on your position.
5. **Be empathetic.** An effective persuasion technique is the use of empathy. A reader is more inclined to believe you if they feel like you can relate to and understand their experiences. Emotional appeal is important for persuasive writing, as it targets the audience's sensitivities, while also providing a logical explanation for why their beliefs should change.
6. **Ask rhetorical questions.** Presenting questions that the reader will be forced to answer for themselves later on is another good persuasive strategy, especially when the information provided to help make that decision is supportive of your point of view.
7. **Emphasize your point.** The use of exaggeration in order to express urgency, exclusivity, or just to make a point is another useful persuasive technique. Hyperbolic statements aren't meant to be taken literally, but are used instead to convey an impactful image. For example, if you're attempting to persuade a reader not to go to a restaurant, you might say their bad service "nearly starved you to death." Although likely untrue, it still creates a vivid picture. In marketing, another example is Disney's slogan: "The happiest place on Earth." It's a subjective statement that makes use of hyperbole to immediately create a desirable feeling for its audience—children and their parents. [Find out more about hyperbole in our guide here.](#)
8. **Repeat yourself.** Strategic repetition can be an effective way to gradually remind the reader of your message. Finding different ways to make the same point by use of rephrasing, true stories, metaphors, or other literary devices all serve to reinforce your point without bogging down the reader with repetitiveness.

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# 5 Persuasive Techniques To Improve Your Writing

*By: Indeed Editorial Team*

Writing is an essential skill in many professions. Your ability to write persuasively can enhance your resume, email communications, written proposals and other important documents throughout your career. For this reason, it's crucial to develop your persuasive writing skills and become the most effective and versatile employee you can be. In this article, we'll help you with your written business communications by offering a list of persuasive techniques.

## Why is it important to be persuasive in business communication?

Whether you're looking to gain website traffic or just the esteem of your coworkers and managers, persuasion is an important skill to possess. Being persuasive makes it easier for you to get things done because you can guide others to your way of thinking.

Written communications play a significant role in business. Something as simple as sending an email to a manager or [writing a memo](#) can be an opportunity for persuasive writing. If you're in a sales role, it's even more essential that you demonstrate these effective techniques for writing a compelling proposal because your performance may be tied to how convincing you can be.

## Five persuasive techniques

Here are five persuasive techniques for business writing:

1. Establish trust and develop credibility.
2. Understand the reader's purpose and align your own.
3. Pay attention to language.
4. Consider tone.
5. Use rhetoric and repetition.

### 1. Establish trust and develop credibility

Persuasive writing involves connecting with your audience in an authentic way. Using techniques that build trust is one crucial way of connecting. An audience is more likely to see you as an authority on a subject if they trust you, and that's essential for establishing credibility.

For example, if someone you have never met before introduces themselves and in the same sentence offers a sales pitch, it may make you feel uncomfortable. This person hasn't taken any time to explain who they are, why they are talking to you or what it is they want you to invest in.

A good starting point in developing trust and authority is to ask yourself some questions before you start writing:

- **Who?:** A question such as "Who is my target audience?" or "Who am I to my audience?" can help you establish a credible tone.

- **What?:** “What is it I want my readers to believe in?” or “What are the best ways to appeal to this audience?” are important questions to ask yourself ahead of writing.
- **Where?:** The question, “Where will this document be used?” can help you gauge your persuasive writing style. For example, a technical document that will be used to train call center workers will require you to write differently than if you are writing copy for a travel brochure, but both should be persuasive.
- **When?:** Persuasive writing is often about the “when.” Considering your sales cycle, for instance, can help you write an influential proposal document. “When do I want to secure buy-in?”
- **Why?:** Before you start writing, ensure you fully understand why you are writing a persuasive document at all.
- **How?:** What you write is important, but so is how you deliver it. Establishing how in advance helps you avoid writing a letter in a scenario that would be better handled by a face-to-face discussion or phone call.

Consider the entire scope of your persuasive writing project before you launch. It is not only a good pre-writing practice, but it also establishes trust between you and your audience by answering all of their questions before they ask them.

Once you’ve outlined the answers to some basic questions, consider these techniques for connecting with your audience and establishing credibility:

1. **Appealing to emotion:** Connecting with people emotionally is one way to write persuasively. You see this often in commercials for nonprofits that ask you to donate to save an animal or feed a family a holiday meal. Making an emotional appeal gets attention and connects with people at a visceral level.
2. **Appealing to authority:** When you can point to an expert opinion on a subject, people are more likely to find it credible. For instance, if you’re writing a blog on budgeting and personal finance, people are likely to believe you if you cite the experiences of other well-known finance bloggers that support your premise, rather than speaking entirely from personal experience.

**Related:** [The Key To Successful Speech Writing](#)

## 2. Understand the reader’s purpose and align your own

Understanding the intent of your audience is a big theme in today’s thriving content marketing industry. Consider your favorite search engine’s primary imperative is to know what you mean when you search a term. If you type in “Jasmine,” for instance, your search engine is programmed to decide if you are seeking information on the flower, the name or looking for a specific literary character.

Content writers should think like a search engine. Consider why people are accessing your content and what they are seeking when they do. It provides context as to what you should write to be informative and persuasive.

For instance, if you know your readers are looking for ways to backpack across Europe on a budget, you might recommend low-cost hostels over resort-style accommodations. This builds trust and credibility.

## 3. Pay attention to language

The language you use can make your writing more persuasive, as it impacts your ability to connect with your audience in a meaningful way. Here are some basic literary techniques and examples to

consider for a more persuasive outcome:

- **Flattery:** “You’re smart, so I probably don’t have to tell you that it’s important to maintain a personal budget.”
- **Hyperbole:** “You simply won’t find a better budgeting template.”
- **Speak to the reader:** “If you’ve come across my blog, you’re probably looking for some budgeting help.”
- **Active language:** “Join me for this webinar on smart budgeting tips.”
- **Use actual statistics:** “More than 80% of middle-class people live paycheck to paycheck.”

## 4. Consider tone

Your tone determines how your writing comes across to the reader. Your tone may be authoritative, logical, passionate, humorous, intelligent or neutral. There are several ways your writing can convey tone, but when you’re writing to be persuasive, you should carefully select techniques and language that reflect a tone favorable to your reader.

For example, if you want to present a tone that says you are an authority on the subject, some words you might use to discern your tone might be formal, knowledgeable, intellectual and written for clarity. You can also list tonal qualities you want to avoid. For example, you may want to avoid coming across as abrasive, terse or overly casual, unless your readers are expecting that tone from you.

These defining qualities should help you determine which literary devices to use and what language is most appropriate for your audience.

**Related:** [Guide To Submitting a Writing Sample](#)

## 5. Use rhetoric and repetition

Two techniques that are important for connecting with audiences in a persuasive way are repetition and rhetorical questions.

When writing for repetition, you should carefully frame your work so that it’s engaging rather than redundant. After all, repetition is an important resource that can be emphatic and help illustrate a point.

We see this in the following passage: “Your money is important. Your budget helps you safeguard your money. Therefore your budget is important.” Several keywords are repeated in this sentence to emphasize the importance of budgeting when it comes to optimizing your spending.

Here’s another example: “A budget template is a template used for budgeting.” In this example, the sentence is redundant and the use of repeat phrasing doesn’t add any important meaning. To avoid writing redundantly, be intentional with how you use repetition.

One technique for incorporating persuasive repetition is to use a rhetorical question. A rhetorical question is an obvious question that is meant to be emphatic. It’s a writing device that allows you to move your writing along toward a certain theme or conclusion.

Here’s an example of a rhetorical question: “What’s better than having money in the bank?” When a

writer uses a question like this, they are emphasizing a key theme that will likely be repeated throughout the work.