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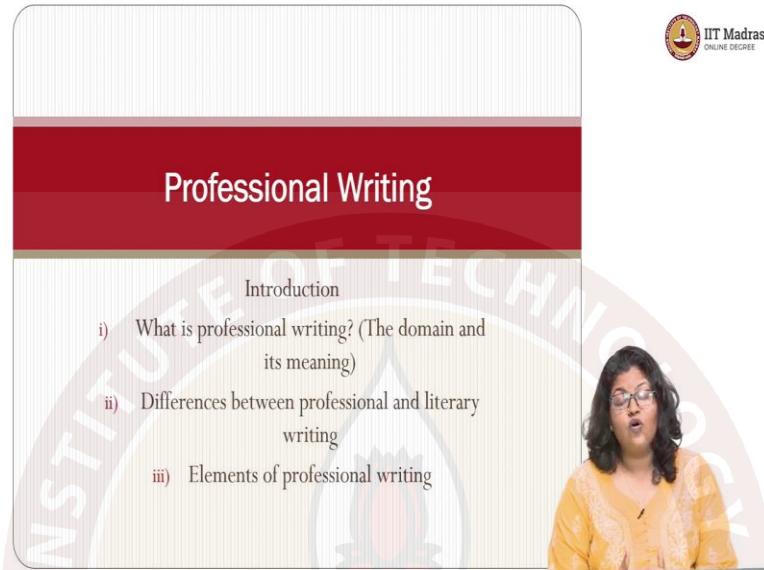
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English-I (Basic English)
Ms Lida Paul
Department of Humanities and Social Sciences
Indian Institute of Technology, Madras
Professional Writing- Introduction

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Professional Writing

Introduction

- i) What is professional writing? (The domain and its meaning)
- ii) Differences between professional and literary writing
- iii) Elements of professional writing



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Hello everyone, welcome to the session on professional writing. This session is particularly meant for people who want to look at how they want to write professionally. We will look at what professional writing means, we will also look at what professional communication in general means, and within which we are going to look at what professional writing would mean, what its components are, and how we can all write well professionally.

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What is Professional Writing?

- A style of writing used in delivering authentic information on a subject by following systematic rules.
Eg. Catalogues of products, brochures, medical description on a tablet strip, user manuals, etc.
- The intended audience is specific and needs to possess recommended levels of knowledge on the subject in order to understand the content.
- The writing has a purpose to serve.



Professional writing is different from the different forms of writing, in the sense that it needs to keep in mind certain set of rules or what we consider as the set guidelines, the set procedures that is required to be followed while somebody writes professionally. What are these? How are these done? We will be looking at it shortly. So, to begin with what professional writing is, it is a style of writing which is used to deliver authentic information or systematic information to anybody who reads it.

There are other features of professional writing and this is going to involve properties like formal style, specific audience, and the language style. We look at all of these one by one. To understand what professional writing is, it is very important to know what it means to be professional. We understand what professional means and what is professionalism. The major feature that comes through when somebody talks about professional or professionalism is the formal nature of the domain.

It is not like how you converse with your friends or how you converse with anybody who is close to you. The space and the domain are clearly chartered with set of rules, procedures, and many other guidelines in place and all of this also applies to professional writing. Formal style of language is something that is recommended for professional writing along with formal style. What decides the formal style of writing? It is the audience.

So, like we were talking about the formal style we know that the audience who you are going to be interacting with is going to be people in an office, in a classroom, or any place where the person is not already known to you, a person who is not very much in touch with you. So, we will be looking at that too.

What are examples of professional writing? The examples of professional writing or examples of anything that is written in a professional language includes mostly what you can find in a business space. So, examples of that would be catalogs of products, brochures, medical description on a tablet strip, user manuals etcetera, which means anything can come under the ambit of professional writing.

Given, it follows the set of rules that is required to make it professional, which is the formal language, the specific audience or the target audience that it speaks to, the authenticity of the information that is presented, and then the normal style that is and any other style that is applicable to what happens in a formal space. So, this is a quick introduction on what professional writing mean.

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Differences between professional & literary writing

Professional writing	Literary Writing
<ul style="list-style-type: none">Manages specific information so as to take suitable actionsWritten to inform and instructLanguage used is direct, factual, specific and straight forward.It makes use of technical vocabulary, simple sentences, impersonal, and objective tone.Written for a specific audience	<ul style="list-style-type: none">Involves creative constructions such as poems or novels, and other compilationsWritten to entertain and amuseLanguage used involves techniques such as hyperbole, metaphors, etc. to bring in imagination and creativity.It appeals to emotions.It makes use of complex sentence structures and linguistic aspects such as ambiguity, dialects, etc.It is written for general readers.



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We will move on we look at what makes professional writing different from literary writing. We now know, in general what we mean by professional writing. We look at what are the specific differences between professional writing and say something like a literary writing. These points are going to give a specific differences to look at. So, the first one is, in professional writing one

manages specific information to take suitable actions. How it is different from literary writing is exactly the last part of the first point, that is, it is written to take suitable action.

Literary writing is usually written for a very different purpose and even if it does, they have other purposes but definitely the purposes of it cannot be taken a suitable action as much as it is a part it is for the professional writing. The second part in professional writing is that, it is written to inform and instruct. It can also be to persuade; it can be to describe but in the case of literary writing it is mostly about entertainment and amusement. The third point here is, language used is direct, factual, specific, and straightforward.

We will look at what the meaning of direct factual specific and straightforward is when we discuss the style and register with respect to the professional writing. Whereas, in literary writing what you have is, language that involves techniques. Techniques, here we are referring to the figures of speech which is metaphorical or figurative use of language, which includes devices like hyperbole, metaphors to bring in creativity and imagination to what we are doing.

The next point under professional writing would be that it uses technical vocabulary. Now, this is very important for any piece of information or for any piece of writing to become professional in nature, to become technical in nature the usage of a specialized vocabulary is very important. Because, remember the audience that comes to you in a professional zone is also a very specific audience.

What happens in a professional domain, what happens in a professional space is not meant for everybody, it is for a target audience, it is for a specific audience and hence the vocabulary that you use to address them, to talk to them would be definitely specialized in nature. It may not be something that is accessible to everybody, to a layman, to a common man. This also becomes then a very specific, and a very particular feature of professional writing. Whereas, if you look at the literary writing you would see that you are allowed to use linguistic aspects which are not formal in nature.

For example, you would see that in literature whether that is a work of art, such as a novel, or a drama, or a play, or anything that qualifies as literary writing is given a lot of creative liberty with respect to the usage of language. They can use dialects, they can use language that are, that is improper. By the word improper I mean it could be something that does not follow the

structure of the English language or it could be something that is not considered appropriate by certain sections of people. So, being written in the literary zone a lot of creative liberty is given to such forms of writing. This is not available for the professional zone.

There is a set guideline as I talked to you before, and these needs to, these need to be kept in mind before we write and execute and publish anything in the professional field. The last point we have already discussed, it is about the audience anything in the professional zone is written for a specific audience. Whereas, in the case of literary writing, it is written for general readers, anyone can read. There are different styles, there are different genres in literary writing too which is written with certain target audience in mind. If you look at certain books that have been published in the recent past like you refer to certain authors they write for a certain section of the population. So, there are authors who write adult fictions, or young adult fictions.

There are writers who write about the diaspora. There are writers who write about a certain age, or a certain period in the history of time, or there are certain others who would write to convey certain philosophical transition in the ages that we live. So, all those genres and all those styles are possible in literature, in literary writing. In that sense, it may or may not have a different set of audience but there is no restriction to with respect to who can read literary writing. It is usually written for a general reader but something like a manual report in a company or emails that happen at a workplace are not meant for everybody, it has a particular audience and it only reaches or it is read and understood by that set of people.

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Elements of Professional Writing

- Developed and organized paragraphs
- Appropriate writing style
- Clarity of ideas
- Spelling and grammar



Moving on, we look at what are the elements of professional writing. So, what is it, what are the techniques, or what are the methods, what are the procedures, what are the features that one must keep in mind to make your writing professional. So, the first point under that would be the presence of a well-developed and organized paragraph. This is essential for all forms of writing not just professional writing but more so for professional writing. Having a good well-developed well-organized paragraph is important for all forms of writing.

Now, when we talk about organization keep in mind that we are referring to the logic of writing itself. So, this is going to include the arrangement patterns, what goes first, what goes in the middle, what goes at the end, what can be placed, where to give it the kind of effect and the impact that the author the writer wants to produce with his or her audience, all of this becomes a part of the discussion on organization within a paragraph.

Development of the paragraph of course precedes it and the part that precedes all of this is the thought process. So, once you have your thoughts in place, you have your ideas in place, then you need to develop them into a structure that is readable, that is understandable to the audience that you are writing. It should also have an organization pattern of the sentences within it, which makes it helpful, which makes it impactful to the reader who reads it.

So, first part is the presence of or the usage of a very well developed and organized paragraph. The second is appropriate writing style. What does appropriate writing style mean? The style

here refers to the formal style especially, we discussed about this in professional writing the style is always formal in nature. What makes it formal? sometimes the structure that you use the basic template that you use to present your work can make it formal. The audience can make it formal, the medium that you choose to communicate to write on can make it formal. And above everything the way you use the language, the way the register that you use to express what you want also makes it formal.

We will look at this in detail. We will learn and understand, how we can use the structure of language by which I mean the various, both grammatical structure and organizational structure in the language to present your work in a very professional method in one of the following classes. And formal also would include the usage of the right form of template or the right form of medium that can convey a specific piece of information to the reader.

So, style here basically refers to the register and language. We already looked at it languages, the language that you use should be direct factual straightforward. We will look at what direct factual and straightforward in the coming classes. The third part here is, clarity of ideas. Clarity of ideas again refer to the language mostly. We will look at how and what are the important features or what are the guidelines one must keep in mind to achieve clarity of thought and clarity of ideas while you are writing.

And the last part is going to be spelling in grammar. This is the most ignored part of most of the writing. However, keep in mind this might look like a very obvious point to a lot of you, but this is very important any piece of information, any piece of writing that is wrought with spelling mistakes or spelling errors, and grammar errors would not be taken seriously by anybody who reads it. So, spelling and grammar is definitely important. Usually, this comes at the end when you are proofreading your work, but keep in mind that proofreading is also a very important part of any forms of writing and spelling and grammar is one among the most important part within the proof-reading task.

So, these forms the basics of professional writing, what professional writing means, what its uses, where is it used, who uses it etcetera. Now, we are going to progress to other aspects of professional writing, and I will see you in the next class, with the details of the first part in the elements of professional writing which is development and organization of paragraphs. Thank you.