

Writing



- Purpose: Integral part of learning, exploring ideas, clear expression / communication
- Audience: no NVC; Who? What do they know? What to tell them and using what language?
- Content: 2 drafts before editing
- Structure
- Style: Personal vs. Objective

Personal Writing: Blog

- Put the reader first
- Organise your thoughts
- Use short paragraphs
- Use short sentences
- Use simple words
- Be specific
- Write in a conversational style
- Be clear



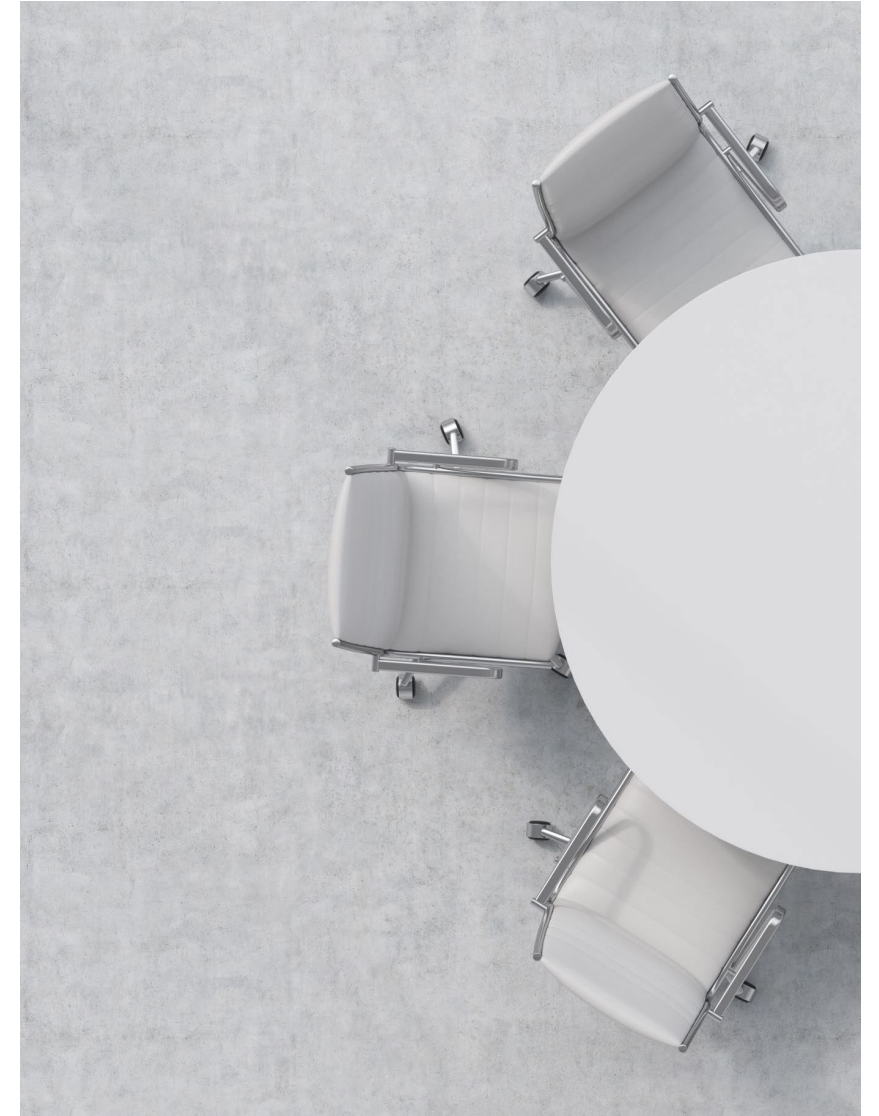
Blog Rubric

Criteria	A (70+)	B (60-69)	C (50-59)	D (40-49)
Content/Originality	Content is complete and relevant, AND offers personal, fresh perspective. Clear evidence of reflection.	Content is complete and relevant, but lacking in personal perspective and reflection	Content is incomplete and / or irrelevant Little evidence of personal reflection.	Content is incomplete and/or irrelevant with no effort made at reflection.
Writing Quality	Writing is clear and succinct. Incorporates the active voice when appropriate and supports ideas with examples. No spelling, grammar, or punctuation errors are made.	Writing is generally clear, but meaning is sometimes hidden. Paragraph or sentence structure is too repetitive. Some spelling, grammar, or punctuation errors are made.	Writing is generally unclear. Meaning is ambiguous. Many spelling, grammar, or punctuation errors are made.	It is hard to know what the writer is trying to express. Writing is convoluted. Misspelled words, incorrect grammar, and improper punctuation are evident.
Writing Style	The style is engaging and appropriately colloquial for the blog post.	The style is appropriate for a blog post, but not very engaging.	The style is either too academic or formal or colloquial for the audience.	The style is totally inappropriate for a blog post.
Visual appeal	Very visually appealing layout and format for the post.	Not particularly visually appealing layout and / or format for the post	No visually appealing layout and format for the post.	Visual layout is inappropriate for a blog post.

OVERALL

Business Writing

- Business Writing: Why? Goal
- Transactional
- Message: What?
- Medium: Where?
 - Emails: average worker receives 100 emails per day
 - LinkedIn: Semester 2
 - Reports
- How? Good Writing



Business Writing: Emails

- Pre-work *before* sending emails or typing reports
 - Who is your audience?
 - What is important to them?
 - What do they know / need /are they looking for?
 - What evidence do you need?
- Planning: how and what to write:
 - What is your message?
 - What action or outcome do you want?
 - How can you be heard effectively (good writing tips)



Business Writing: Emails

- Student Examples:
 - *“Please mark me present for the lecture as I couldn’t connect in class”*
 - *“When is the assignment due and how do I submit it?”*
 - *“Can you add the file you showed in class to BB?”*
- Work / Other Examples:
 - *“The meeting / rehearsal / training is on at 17h00”*
 - *“Please make sure you have read the necessary documentation before our meeting”*
 - *“The company will be introducing redundancies in January”*



Business Writing: Emails

- Emails: Fast, easy, accessible, permanent
- Effective communication helps the receiver understand the message without additional unnecessary effort
 - **Purpose:** Why are you sending this email?
 - **Audience:** Who is it for? What do they know?
 - **Context:** What do they need to know?
 - **Outcome:** Action to be taken



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

Business Writing: Emails

“If you can say it with ten words, see what you can do with five. More than 50% of all emails are misinterpreted, and only 53% are actually read. One third of business professionals check email on their mobile device. That same study showed that seven in ten users will delete emails instantly that don't display correctly on a phone.”

(Stahl, 2022 Forbes)





Business Writing: Emails

➤ HSE Email Etiquette: (WWW.HSE.ie)

1. Properly address your email messages
2. Always include a meaningful subject line in your message
3. Keep messages brief and to the point
4. Style and Tone - English & Grammar
5. Always properly sign your emails
6. Set up Out of Office Reply

Business Writing: Emails

- Email etiquette: when & how often to respond?
(Stahl, 2022 Forbes)
- Job seeking emails: three-email approach:
 1. The first email includes your resume and cover letter
 2. If you don't receive a response within a few days, send a short and succinct follow-up and reattach your resume
 3. A week to ten days after the initial email, send one more follow-up by forwarding your first email without attachments



Business Writing: LinkedIn

➤ What?

- World's largest professional online network
- 660M users; 46M students (Sitarz, Shorelight 2022)
- US employment online service via website and mobile apps
- Launched May 5, 2003, owned by Microsoft

➤ Why?

- Online resume: Professional brand in world; 24/7
- Place to find and be found: 75% of companies use LinkedIn for recruitment
- Job research, Networking, Interview preparation

➤ LinkedIn Profile (or CV): Semester II, 2023



Good Writing

- *“We can’t write clearly until we can think clearly and we can’t think clearly until we can see clearly what is in front of us” (Kennedy, RLF)*
- Critical thinking: observe or analyse in detail
- Effective writing: organise your thoughts, analyse information, and argue persuasively
- Review the evidence & evaluate the usefulness (5 W’s)
- Identify key points (3-5) to be made



Writing: Reports

- Logical, coherent structure: compose and construct your argument in a cohesive manner
- Outlining: move from general to specific
- Planning: structure, length and argument
 - Structure: 3 parts: Introduction – Body – Conclusion
 - Length: e.g. 300 words for Introduction & Conclusion; 1200-1500 words for Body
 - Argument
- **Introduction:**
 - Understanding of title and purpose
 - Objectives: what you are going to do
 - Outline of what you are going to deal with
 - Outline of your argument
- **Main Body:**
 - Work through key points, supported with evidence
 - Method: Method, Results, Discussion
- **Conclusion:**
 - Provides a sense of completion: what you have done
 - Sum up your argument; establish a position or next steps

Writing: Style

- Should you use “I” in your writing? – it depends!
 - Is it about you or what you think? Or others’ ideas?
 - Objective: evidence and judgment rather than personal opinion
 - Does a personal tone add anything to your essay?
- Sentences: short, clear, to the point: no unnecessary words
- Paragraphs: separate sections / ideas in writing, summarise and move to next stage in argument; create cohesive flow across paragraphs
- Active voice more direct and concise than passive



Writing: Checklist

- ✓ Clear English
- ✓ Use of evidence to back up each stage of your argument from reading round the subject
- ✓ Evidence of reflection: treat ideas objectively and critically
- ✓ Demonstration of your understanding of those issues and ideas
- ✓ Analysis not description
- ✓ Evidence of editing i.e. is your material in the best possible order? Are your words really saying what you want to say?
- ✓ Evidence of proof reading i.e. don't hand in work that's full of grammar, punctuation and spelling mistakes





CT1112

Lecture 6 Review

Lecture 6:

- Types of Writing:
 - Personal: Blogs; Blog Grading Rubric
 - Business: Emails, LinkedIn
- Good Writing

Lecture 7:

- Scientific Writing
- Technical Writing