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# English Writing

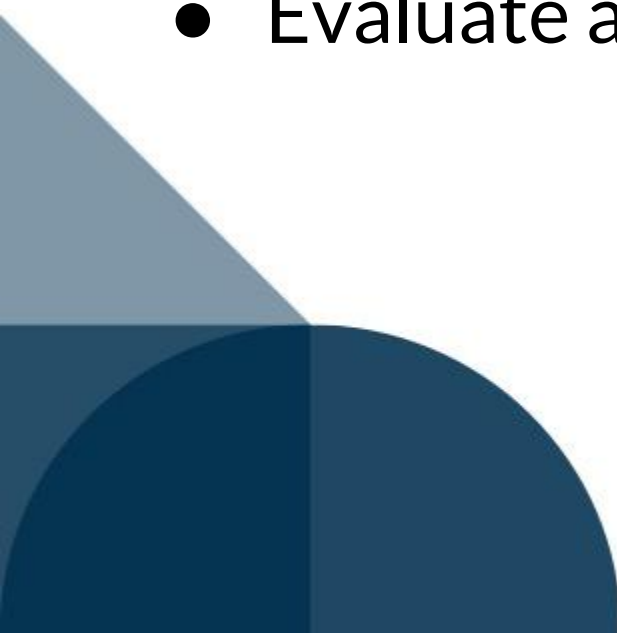
**Paula Becerra**

Education Analyst



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# Objectives:

- Identify useful linguistic elements to write in English
  - Learn to outline and write several types of texts
  - Use effective and persuasive communication
  - Evaluate and publish texts
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# Why is it important to write in English?



- Create an online presence
- Communicate in different work environments
- Find the best ways to communicate in different work situations
- Most contents are written

# **Effective and Persuasive Communication**

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# Key strategies

- Get to know your audience
- Call your audience attention
- Establish credibility
- Tailor the message to the channel
- Persuade your audience
- Check punctuation and writing

# The writing process

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# The writing process

- Pre-writing
- Pre-composing
- Writing
- Revision
- Re-writing
- Checking
- Publishing

# Basics for writing

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# **Writing a topic sentence**

**Topic:** Moving abroad

**Controlling idea:**

Is one of the alternatives that most students take when they are about to finish their programs.

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# **Writing a topic sentence**

**Topic:** Writing

**Controlling idea:**

is one of the hardest language abilities to develop.

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## Writing is one of the hardest language abilities to develop

- Requires high order thinking skills
- Needs analysis and organization
- Keep the focus
- Maintain a sequence
- Closure

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Many years of research have demonstrated that writing is one of the hardest linguistic abilities to develop. For different authors like Gray (1985) and Rader (1987), writing requires high order thinking skills, which include analysis, interconnection and creation. In addition to that, writers need to be able to maintain the focus on one idea to develop it throughout the text. The latter also entails that writers need to be able to follow a sequence along the aspects they evaluate. Finally, writers need to be able to come to conclusions and to wrap up texts whenever it is needed.

# Programming Languages

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# How to design an outline

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# Why an outline?

- It's always good to define a structure.
- It gives us an overview of the text.
- It helps us to accomplish the objectives.

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# Creating an outline

- Read extensively
- Define what the purpose of the text is
- Define sections that you will have
- Identify the ideas you will develop in each section
- Close the text



# Tips for writing emails

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# **Tips for writing emails**

- Use a powerful greeting
- Keep your subject line short and clear
- Be respectful and keep in mind netiquette
- Use a call to action
- Keep in mind the cultural context

# **Tips for writing cover and formal letters**

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# **Tips for writing formal letters**

- Your address
- The address of the person you are writing to
- Date
- Salutation of greeting
- Ending the letter

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# Tips for writing cover letters

- It's not a copy of your resume.
- Clearly show what you are capable of.
- Showcase your skills.
- Highlight the right experiences.
- Be real.
- Edit

# **Tips for writing business proposals**

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# **Tips for writing business proposals**

- Understand the customer
- Lay the groundwork
- Focus on the 'how'
- Don't over-promise
- Identify decision makers

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# **Tips for writing business proposals**

- Be confident
- Be fair in pricing
- Don't forget about design and style
- Remember to proofread



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# **What goes in a business proposal?**

- What you can do for the client
- How you will do it
- How much it will cost them

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# Problem Statement

With the presence of social media in today's advancing world, Puffin Media Inc. hesitated to make the leap from traditional marketing to social media marketing. Their marketing tactics seem to be losing effectiveness and the company feels as if they are missing out on a large segment of their market. In addition, their competition has begun acquiring the majority of the business in the market and has brought Puffin Media's growing revenues to a halt.

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# Problem solution

The solution that is recommended for Puffin Media Inc. is to deploy their company on all of the major social media channels; however, there is a major difference in creating social media platforms versus creating a brand you can promote on those platforms.

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# **Pricing is something defined by you**

Be fair and put yourself in their shoes.

Extra tip: Include a cover letter for your business proposal.

# Tips for writing resumes

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# Tips for writing resumes

- Create a professional email address and update contact information
- Skills and experience
- Use bold, caps and italics strategically
- Use subheadings
- Education

# Jane Smith

Address Line 1, Address Line 2, City, State Zip • (212) 256-1414 • jane.smith@gmail.com

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## CAREER OBJECTIVE

Administrative Assistant with 6+ years of experience working directly for the President of 3M Inc., a Fortune 500 company. Possesses impeccable written and verbal communication skills and excellent interpersonal skills.

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## CORE COMPETENCIES

- Customer Service
- Cost Efficient
- Detailed and Organized
- Supplier Relationship

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## PROFESSIONAL EXPERIENCE

### 3M INC., New York, NY

#### *Administrative Assistant, Apr 2006 – present*

- Read and analyze incoming memos, submissions, and reports to determine their significance and plan their distribution.
- Conduct research, compile data, and prepare papers for consideration and presentation by executives, committees and boards of directors.
- Coordinate and direct office services, such as records, departmental finances, budget preparation, personnel issues, and housekeeping, to aid executives.
- Prepare invoices, reports, memos, letters, financial statements and other documents, using word processing, spreadsheet, database, or presentation software.

### FLORIDA DEPARTMENT OF SOCIAL SERVICES, Orlando, FL

#### *Rehabilitation Counselor, Aug 2004 – May 2006*

- Confer with clients to discuss their options and goals so that rehabilitation programs and plans for accessing needed services can be developed.
- Prepare and maintain records and case files, including documentation such as clients' personal and eligibility information, services provided, narratives of client contacts, and relevant correspondence.
- Develop and maintain relationships with community referral sources, such as schools and community groups.
- Analyze information from interviews, educational and medical records, consultation with other professionals, and diagnostic evaluations to assess clients' abilities, needs, and eligibility for services.

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## EDUCATION

### FLORIDA STATE UNIVERSITY, Orlando, FL

#### *Bachelor of Art in English, May 2004*

- GPA: 3.3/4.0
- Published in school's newspaper editorial
- Summer Internship for the New York Times

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## ADDITIONAL SKILLS

- Proficient in Microsoft Office and Adobe Illustrator CS5
- Bilingual Spanish and English
- Employee of the Month for 3 consecutive months in H&M
- Won the "Writer's Digest" 2002 Award
- Awarded an employee travel award due to "Performance Excellence" 2 years in a row through 3M Inc.

NAME SURNAME

— PROFESION —



PHOTO

## PROFILE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

## CONTACT

www.loremipsum.com  
name@loremipsum.com  
Your Address 12/3  
+123.456.789

## SKILLS

SKILL #1 ●●●●○

SKILL #2 ●●●○○

SKILL #3 ●●○○○

SKILL #4 ●●●○○

## INTERESTS

INTEREST ONE

INTEREST TWO

INTEREST THREE

INTEREST FOUR

## WORK EXPERIENCE

### 2013 - PRESENT / POSITION TITLE / COMPANY NAME

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### 2011 - 2013 / POSITION TITLE / COMPANY NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

### 2008 - 2011 / POSITION TITLE / COMPANY NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

## EDUCATION

2004 - 2008 DEGREE TITLE / MAJOR  
UNIVERSITY NAME, LOCATION

2000 - 2004 DEGREE TITLE / MAJOR  
UNIVERSITY NAME, LOCATION

## LANGUAGES

ENGLISH

●●●●○

SPANISH

●●●○○

GERMAN

●●○○○

## REFERENCES

REFERENCE NAME  
position title

name@loremipsum.com  
+123.456.789

REFERENCE NAME  
position title

name@loremipsum.com  
+123.456.789

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name@loremipsum.com  
+123.456.789



**Thank you!!**

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