**Introduction**

There are difference and similarities between writing academic readers and business audiences. In general, the similarity is their writing document must meet specific group of readers. Besides, they all need to discuss around the designed topic. But the difference is in many aspects.

**Writing style**

In formal English writing they require thesis and examples to persuade reader that is correct. For example, in normal English writing class we can write a sentence that “With more and more cell phone user nowadays. The over purchase of electronics is become a serious problem to our environment.”.

However, if we convert to business writing type it could be “Wasted electronics are major pollution to us.”. The business writing might be more concise and simpler. People like to discuss topics in a very straightforward way. They use less modifier vocabulary and less description.

**Different reader**

I can say another difference for business writing and academic writing is their reader. The reader for our normal academic writing is our professor and teacher assistance. But the business writing are usually writing for investors and manager inside the company.

I need to use professional description to academic writing in specific study area. For instance, If I am studying chemistry writing report. I should always keep the format and rigors. Such as, “For this new object I need to 25g of water to start the experiment.”. Each element of the sentence must be very accurate and not ambiguous.

If I writing to a business reader, due to the variety of education level. They do not have to fully understand the all tech aspect behind the documentation. Such that “Our brand-new product only consume water if it starts working.” Is enough. I do not need to explain in vey detail. Just gives brief idea by analogy and fulfill the product by their imagination.

**Writing Requirement**

In the academic writing, it’s developing higher skill level for yourself. Professor always require me use high level vocabulary and strict formatting. They are looking for higher level of writer that can writing in more advance sentence in essay. Teachers always focus on rhetorical methods, complex sentences and advance vocabulary.

Compare with the business writing. The business requirement is always easy to understand. Because the purpose of writing business document is to let someone know about the new product. The easiness of understanding always on the highest priority.

The similarity of those two writing is they both need to discuss the topic assigned. Also, following the requirement to finish the essay.

**Conclusion**

For every writer we need to construct a concise and simple essay. Not matter is academic essay or business document, we should always writing our document by audiences. Targeting the correct reader will make your essay become popular.