

# Week 13

Comm 1234

Technical Writing Fundamentals

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# Exam review

- Business communication
  - Professionalism when writing emails
  - Persuasion
- Summaries and informal reports
  - Types of reports
  - Summarizing
- Job applications
  - Types of resumes
  - Bullet points, active words, parallel form

# Emails

- Include a subject line
- Greet the recipient
- Introduce yourself (depending on relationship)
- Content (ask question, make request, provide information, etc)
- Sign-off
- Your name

HI LAING

I WAS NOT IN LAST CLASS,

CAN YOU SEND ME PL. SECOND DRAFT TOPIC  
I, CAN BRING IN TODAY CLASS.

THANK,

XXXXXX

- Subject: Comm 1133 second draft

Hello David,

My name is xxxxxx xxxxxx, and I'm a student in section ## of your Comm 1133 class. Unfortunately, I was ill during our last class and couldn't make it to school. I apologize for my absence.

If you have a moment, would you mind sending me the topic for our in-class essay? I would appreciate it. Thank you.

All the best,

XXXXXXX XXXXXXX

# Persuasion

- Argument = premises + conclusion

Bernie Sanders is not a good choice for president of the United States. While his beliefs about inequality are commendable, his promises to tackle Wall Street are unrealistic. Further, he has no experience or interest in foreign policy.

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# Persuasion

- To evaluate an argument, ask yourself whether each premise is...
  - **Acceptable** (is it true?)
  - **Relevant** (does it provide actual support to the conclusion?)
- If all the premises are both acceptable and relevant, ask yourself whether all of the premises are...
  - **Sufficient** to establish the conclusion (are the convincing enough for you to agree with the conclusion?)



# Evaluating arguments

P1. Bernie Sanders' plans to tackle Wall Street are unrealistic.

P2. Bernie Sanders has no experience or interest in foreign policy.

C3. Bernie Sanders is not a good choice for president of the United States.

- Is each premise **acceptable**?
- Is each premise **relevant**?
- Are all the premises **sufficient**?

# Types of reports

- Accident/incident reports
  - Field/trip reports
  - Investigation reports
  - Progress reports
  - Recommendation reports
- 
- Exam questions: mix and match. Review the lesson from week 9.

# Summaries

- Exam question: you will read a short passage (200-300 words) and then summarize it in 40-60 words.
- Look for the core messages, arguments, and explanations. Ask yourself the following questions:
  - What should the reader know, if they can't know anything else?
  - Does somebody (including the writer) want to persuade somebody of something?
  - Did the writer include anything to answer a potential question that the reader might have?

# Types of resumes

- Chronological resume
  - Presents entire professional history in reverse chronological order (beginning with most recent position)
  - Most common resume format
- Functional resume
  - Emphasizes your skills and abilities
  - Focuses specifically on most relevant information
  - Might make some employers suspicious
- Combination
  - Combines the above—usually best

# Resumes:

- List bullets in **parallel form**
  - I have negotiated with major suppliers
  - Responsible for auditing financial transactions
  - Skilled in the use of Excel and HTML
- Negotiated with major suppliers
- Audited financial transactions
- Used Excel and HTML