### How to Improve Your Business Writing - Realty Leadership*Business Writing*

### In the first two units, you worked on personal writing, such as telling stories (also called narratives) and describing places familiar to you.

### In Unit 3, you worked on academic writing.

### In Unit 4, you will work on business writing, specifically, writing an email and writing a business letter.

### The goal of business writing is to get information to a reader. Business people are busy. They don’t have a lot of time to read your writing. Therefore, business writing requires clear language to help a reader understand information quickly and easily.

### Business writing should be as short as possible. No one in business wants a longer document. A business letter should be one page or less. This might sound easy, but it’s not.

### Saying what you want to say in as few words as possible takes some practice.

# ***Argument Writing***

When you write an **argument**, you take a stand on an issue, and you try to convince your readers to agree with you. You use reasons and evidence to back up your position. While some kinds of writing ask you to explain all sides of an issue, when you write an argument, you stick to one side.

You will use the writing process again. If you need to review it, go back to Unit 1.

***Brainstorm***

Write down as reasons as you can. Use the circle charts in this unit to help you organize your brainstormed ideas.

***Choose your position***

Which side do you feel more strongly about? Pick the side that you feel most comfortable supporting. There may be more than two sides to an issue.

***Find reasons to back up your opinions***If you were arguing with your parents or boss about why you should be allowed to do something, the best way to accomplish your goal would be to remain calm, be respectful, and come up with some very good reasons to back up your point of view. The same is true in a written argument. Avoid being overly emotional. Avoid name calling. Stick to your point of view and find excellent reasons to back it up. Sometimes this might require doing a little research.

***Decide how to organize your paragraph***Some of your reasons may be stronger than others. When organizing your paragraph, you could start with your weakest reason and build toward your strongest reason. Or you could do it the other way. You could start with your most important reason to get your reader’s attention right away, and then add your weaker reasons.

***Write your topic sentence***Your topic sentence should make it clear what your position on the issue is. Your position will be stronger if you avoid using phrases like *in my opinion, I believe, I think, I will write about it, this essay will be about.* One effective way to write a topic sentence for an argument is to begin with *although*. You state the opposing view, but then you make it clear that you are arguing against that view.

**EXAMPLES:**

* **Although** many people use them, payday lenders should be illegal for a number of reasons.
* **Although** in-person education is more effective, school should be taught online during a pandemic for several reasons.
* **Although** most people prefer texting, if you really want to communicate with someone, you should call them.

***Use list, emphasis, and example transition words***

You should use transition words in your argument so that your reasons are easy to spot. List transition words like *first, second, third* or *first, in addition, furthermore* can work well. You might also want to try out some emphasis and example transition words.

* **Transition words that show emphasis:** *of course, indeed, most importantly*
* **Transition words that introduce examples:**  *for example, for instance, such as*

***Write your concluding sentence***

After you explained all your reasons for your position, don’t forget to include your concluding sentence. Your concluding sentence is one last chance to convince your reader. Use your concluding sentence to restate your position on the issue.

### State your position



**Topic sentence**

**Concluding sentence**

**Supporting Details**

### Transition word or phrase

### Reason 1

### Example or details

### Transition word or phrase

### Reason 2

### Example or details

### Transition word or phrase

You will continue to practice the “hamburger” model for organizing a paragraph. If you need to review it, go back to Unit 1.

### Reason 3

### Example or details

### Restate your position

### 

### *Sample argument, email to a politician*

**Take a strong stand on the issue right at the beginning of your email.**

**Dear Senator or Representative \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:**

**It has come to my attention that plans to upgrade Schluter Park include the removal of all playground equipment from the beach area. I urge you to reconsider your plans. First of all, the city council claims that Schluter Park is not used very much, but this is not the case.** On any beautiful evening, a steady stream of young families arrives by boat, car, and bike, as well as on foot. On a recent two-hour visit, I observed twelve families coming and going from the park, all with young children who were so excited to see a playground in the park. **Furthermore, the playground draws children to the park, thus providing a steady stream of customers for one of Monona’s most popular businesses, Monona Bait and Ice Cream, which is right across the street.**  If you take away the playground, you take away customers. Your actions will harm the Bait Shop. **Most importantly, there is plenty of money in the budget for equipment, but it is being spent on other items like changing rooms.**  Nobody ever swims at this beach. The water is simply too polluted. Until something is done about the pollution, the changing rooms will sit empty 99% of the time, while playground equipment would get used daily. **For all these reasons, please reconsider the decision to remove the playground equipment. Thank you for your time and consideration on this issue.**

**Close your letter with another strong statement of your position. Also, thank the politician for his or her time.**

**3rd reason**

**2nd reason**

**1st reason**

Sincerely,

John Smith

### Argument, Email to a Politician

### TOPIC: The article, “Students Sue for the Right to Learn Civics,” discussed whether or not civics education was a constitutional right and whether or not all schools should be required to provide it. Using information from the article, the video with Supreme Court Justice Sonia Sotomayor, and your own experience with civics classes, write an email to a politician about civics education in school. Should it be required? Is it a constitutional right? Are schools the best place to provide it? Does it need to be changed? Take a stand on the issue and write to convince a politician to agree with you.

### *Prewriting: Email to a politician*

### Brainstorm ideas for your paragraph. Write your position on the issue in the center circle. Write reasons for your position in the outer circles.

### *First Draft: Email to a Politician.*

### Your topic sentence should identity your position on the issue. For example, you could start with something like, *Civics education is critical to a healthy democracy; therefore, all states should be required to provide it in public schools.* Or you could start with something like, *Although civics education is important, it should not be required in schools.*

### For your supporting details, you should have at least 3 reasons to support your position. Use the article, the video, and your own ideas and experience. Do NOT use or copy information from the Internet.

### You concluding sentence should restate your position on the issue.

### Although you don’t have to send this email, address it to a real politician. Go to [www.wisconsin.gov](http://www.wisconsin.gov), click on Government, and click on Find My Elected Officials. Address your email to your state senator or representative.

### Dear Senator or Representative

Civic education is very important for all citizens, especially students, and should not be an option in public schools, it should be mandatory. First, the civic education promotes citizens’ knowledge of law. When most people know the laws, they will know the thing they could do and the thing they couldn’t do. There will be less ~~of~~ crime~~s~~ and less offence. For example, if ~~the~~ not giving assistance to a person in danger was a crime, and ~~the~~ peoples did not know this law, they ~~will able~~ might be condemned when they ~~will~~ do not help a person in danger. ~~But~~ If they ~~will know~~ knew this law, they would be able to help all people in danger. Second, the civic education will help the student to understand how the government operates. The people ~~did~~ do not know how the government operates. What is the president’s role? What is the senators ‘role? What is the member of parliament’s role? Who ~~take~~ makes the decisions? This is some questions among so many others ~~what~~ that many peoples will not be able give the answer to. Finally, the civic education will allow ~~to~~ people to know what their role is. All citizens must know his role ~~in the~~ and what he will do for the development of his country. For example, all citizens must vote. All children have the right to an education. This is some examples ~~for~~ to show that the citizens have the responsibilities ~~into~~ for a country’s development, and ~~this is~~ the civic education ~~that~~ enables them ~~allow~~ to know these responsibilities. For all these reasons, please make civic education mandatory for all schools. Thank you for your time and consideration on this issue.

Sincerely,

Mahunan Degbelo

### *Final Draft*

### Things to think about as you revise:

### Does my email have a topic sentence and concluding sentence?

### Did I take a clear stand on the issue and support it with strong reasons?

### Did I use transition words to introduce my reasons?

### Did I leave out anything important?

### Did I include anything that doesn’t really need to be there?

### Things to think about as you edit for spelling, punctuation, and grammar errors:

### Do all of my sentences have subjects and verbs?

### Did I use commas correctly?

### Did I avoid run-ons, comma splices, and fragments?

### Did I use spell check to check for spelling errors?

### Did I read my paragraph out loud to listen for missing words, errors, and awkward sentences?