

Teacher : Belgaid

3rd year writing workshop (week 2)

Introduction to Professional Writing

1. Learning Objectives

By the end of this lesson, learners will be able to:

- Define professional writing and its purpose.
- Identify key characteristics of effective professional writing.
- Distinguish between different types of professional documents.
- Apply strategies for clarity, conciseness, and tone in writing.
- Practice writing a short professional email and memo.

2. Warm-Up Activity (10 minutes)

- **Discussion Prompt:** “Think of the last professional document you read (email, report, resume, etc.). What made it effective or ineffective?”
- Learners share examples, highlighting clarity, tone, or formatting issues.

3. Core Content (30 minutes)

A. What is Professional Writing?

- Writing used in workplace or academic settings to communicate clearly and effectively.
- Examples: emails, reports, proposals, memos, resumes, technical documentation.

A 1 Expository Writing Basics of P. W.

- Expository = “to explain or inform.”

- Focuses on facts, not opinions.
- Common forms: essays, articles, reports.

C. Key Characteristics of Professional Writing

Table 1

Key Aspects of Professional Writing

Characteristic	Explanation	Example
Clarity	Easy to understand, no jargon unless necessary	“Please submit the report by Friday.”
Conciseness	Direct, avoids unnecessary words	Instead of “due to the fact that,” use “because.”
Formal Tone	Respectful, professional language	“I appreciate your feedback.”
Organization	Logical flow, headings, bullet points	Report sections: Introduction, Findings, Conclusion
Audience Awareness	Tailored to reader’s needs	Technical detail for engineers, plain language for clients

C. Types of Professional Writing

- **Emails** – quick communication, often action-oriented.
- **Memos** – internal communication, concise updates.
- **Reports** – detailed analysis or findings.
- **Proposals** – persuasive documents to recommend action.
- **Resumes/CVs** – professional self-presentation.

4. Writing Strategies (20 minutes)

- **Use the 7 Cs of Communication:**

- Clear, Concise, Concrete, Correct, Coherent, Complete, Courteous.
- **Tone Adjustment:**
 - Formal vs. semi-formal depending on audience.
- **Formatting Tips:**
 - Headings, bullet points, short paragraphs.
- **Common Pitfalls:**
 - Overly complex sentences, vague language, emotional tone.

5. Practice Activity (20 minutes)

Task 1: Write a Professional Email

- Scenario: You need to request a meeting with your supervisor to discuss project updates.
- Requirements: Subject line, greeting, body (3–4 sentences), closing.

Task 2: Draft a Memo

- Scenario: Inform your team about a new deadline for a project.
- Requirements: Heading, purpose statement, details, closing note.

6. Reflection & Wrap-Up (10 minutes)

- **Group Reflection:** What was the hardest part of writing professionally—tone, clarity, or conciseness?
- **Key Takeaway:** Professional writing is about *purposeful communication*—always consider audience, clarity, and tone.

7. Homework / Extension

- Revise one of your practice pieces (email or memo) based on peer feedback.
- Read a professional report or article and highlight examples of clarity and conciseness.

References

- **Purdue Online Writing Lab (OWL)** *Professional, Technical Writing Resources* Covers workplace communication, email etiquette, memos, and reports. Purdue OWL – Professional Writing (owl.purdue.edu in Bing)
- **The Business Writing Center**
 - *Principles of Effective Business Writing* Focuses on clarity, conciseness, and audience awareness in professional contexts. Business Writing Center
- **Markel, M., & Selber, S. A. (2017).** *Technical Communication* (12th ed.). Bedford/St. Martin's. A widely used textbook that explains professional and technical writing strategies, document design, and workplace communication.
- **Locker, K. O., & Kienzler, M. B. (2014).** *Business and Administrative Communication* (10th ed.). McGraw-Hill. A foundational text on professional communication, including emails, memos, and reports.
- **Gerson, S. J., & Gerson, S. M. (2016).** *Technical Writing: Process and Product* (8th ed.). Pearson. Offers practical guidance on writing processes, document types, and professional standards.