WHAT MAKES BUSINESS WRITING DIFFERENT?

MSUB Writing Center in the ASC with a lot of help from the Purdue OWL
What is Academic Writing?

Style, tone, and document design depend on rhetorical situation

Fewer formatting restrictions (content over form)

Style driven by discipline (e.g. APA or MLA)

Higher order concerns (HOCs)
- Purpose, thesis/focus/theme, audience, organization/structure, development/support

Lower order concerns (LOCs)
- Sentence structure, punctuation, word choice, and spelling
What Makes Business Writing Different?

**Rhetorical Situation**
- Purpose – business writing is often persuasive
- Audience
- Stakeholders
- Context

**User-Centered Design**
- Who are your readers?
- What do they need and expect?
- What are they going to do with the information you provide?
- How can you make the information accessible for them?
Consider Your Audience

Purdue OWL
→ Subject-Specific Writing
→ Professional, Technical Writing

HOC: Focus and purpose
- Purpose is direct and clear – executive summary
- Genre is appropriate to the rhetorical situation

HOC: Organization and development
- Information is organized from general to specific
- Headings and topic sentences help the reader navigate the document
- Information is supported by relevant examples, statistics, and findings
- HATS Methodology

LOC: Sentence-level organization
- Paramedic Method – make sentences more concise
- BLUF (bottom line up front) – put the main idea at the beginning of the sentence
- Subject-verb-object sentence construction – the doer and the action at the beginning of the sentence
Academic Support Center Resources

- Drop-in tutoring for Writing and STEM
- Appointment-based tutoring for specialty subjects
- Peer Mentoring
- Supplemental Instruction
- Online resources
- Technology support
- Study space and computer lab
Writing Center in the ASC

- Visit us for help with any stage of the writing process
- On-ground and online tutoring opportunities in the ASC and library
- Email consultations
- Workshop Wednesdays