



WHAT MAKES BUSINESS WRITING DIFFERENT?

MSUB Writing Center in the ASC
with a lot of help from the Purdue OWL

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 is Academic Writing?

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?

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

Consider Your Audience

Purdue OWL

- Subject-Specific Writing
- Professional, Technical Writing

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



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STAGE OF THE WRITING
PROCESS



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TUTORING OPPORTUNITIES
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WORKSHOP WEDNESDAYS