

Writing in Business: Approaches & activities, on/ & offline

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Task / activity types to do in class

Overall understanding of a text

- Add a heading to a text/paragraph
- Choose a picture for the text
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Vocabulary

- Gap-fill: choose the best word
- Replace the WORD with a more descriptive one
- Jumbled phrases. e.g. *touch / projects / in / other / We'll / other / be / about*
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Phrases / Style

- Pair off in-/formal phrases (on a handout, on cards, or physically, 1 per student)
- Categorise phrases by function
- Choose best channel for a message
- Add an attention-grabber to a text
- Decide which words to #hashtag
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Structure

- Identify the genre
- Identify 5 features of the text type
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Writing skills

- Summarise the text [max __ words]
- Reduce text to a 140-character tweet
- Write the paragraph in bullet points
- Write a Tweet / FBk post of an event
- Write an appropriate response
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The activity ideas below were used in the session. Add each to an appropriate category above.

- Unjumble / Order sentences (or paragraphs) in an email / text
- Add a subject line to an email
- Gapped phrases, e.g. "*Apologies for not _____ sooner.*"
- Upgrade / downgrade (part of) a text, or sentences (re. level of formality)
- [change the genre] Turn the text into ... an email / a tweet / a Facebook post, etc.

NB: Presentation slides available at *edublogs!*

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In the text below, ...

Group A: cross out ~~unnecessary words / phrases~~

Group B: highlight **important words**

Then pair up to compare notes, and revise the text.

[on debating]

MUN has helped me become more confident in myself and in my abilities, it has opened me up to new meetings and people, and it has given me something that I felt I succeeded at which was especially important because when I was younger although I had classes I really liked, I never felt that these were something I was especially good at a lot of which was due to my shyness about public speaking even in class. But as I started doing MUN, with each conference I attended I became more and more self-assured.

* MUN = Model United Nations
96 words



Extract from a draft Personal Statement of a Hungarian student applying to university in the UK [Exercise to shorten a text by c. 50%]



“Good writing: the quintessential 21st century skill? Today people write as never before: texting, on blogs, with video cameras & cell phones”
— The National Council of Teachers of English

References

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Hughes, J. et al. (2017) *Business Result* worksheets, OUP
<https://elt.oup.com/teachers/businessresult/?cc=hu&sellLanguage=hu> (retrieved 8 Nov. 2019)

Plain English Campaign: <http://www.plainenglish.co.uk> (retrieved 5 Nov. 2019)

Eliminating words:

https://owl.purdue.edu/owl/general_writing/academic_writing/conciseness/eliminating_words.html (retrieved 7 Nov. 2019)

Further reading:

Goodwin, J. (2018). ‘The Top 10 Business Writing Skills You Should Learn Today’
<https://magoosh.com/pro-writing/business.writing.skills>

Thaine, C. (2015) ‘E-genres and the relevance of writing’, *Modern English Teacher*, (24:4), Pavilion Publishing. Hove, UK.