Business Writing:
Does it still exist?

Rachel Appleby, June 2020

Activity types to help students:

These activity ideas were used in the workshop. Add each to an appropriate category below:

a) Unjumble / Order sentences (or paragraphs) in an email / text
b) Add a subject line to an email
c) Gapped phrases, e.g. "*Apologies for not _____ sooner.*"
d) Replace the WORD with a more descriptive one
e) [change genre] Turn the text into ... an email / a tweet / a Facebook post, etc.

Overall understanding of a text
- Add a heading to a text/paragraph
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- Choose a picture for the text

Vocabulary
- Gap-fill: choose the best word
- Decide which words to #hashtag
- 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
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- Add an attention-grabber
- Up-/downgrade a text re. formality

Structure
- Identify the genre
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- Identify 5 features of the text type

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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*Redundant pairs / words:* *Cross out the unnecessary word in each pair.*

- ~~completely~~ finished
- past memories
- various differences
- future plans
- end result
- free gift
- past history
- unexpected surprise
- sudden crisis

Redundant categories: *Underline the <u>key</u> word in each phrase.*

- of a <u>bright</u> colour
- of cheap quality
- unusual in nature

_____

‘Cover comment’: * To share the ‘meet a member’ blog post to the BESIG Facebook page, what would you write? Use max. 25 words. What would you #hashtag? What about the link?*
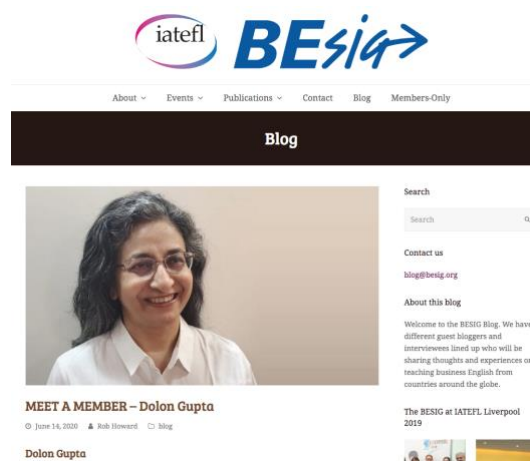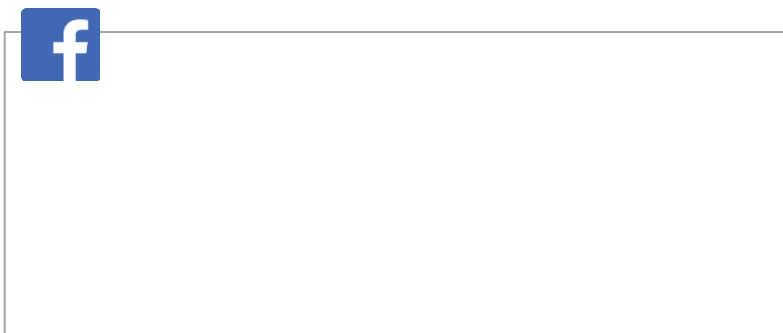
The Plain English Campaign
* *Rewrite Prince Charles's message as a tweet:*

> Due to a frequent regrettable inability to prevent my presence in other locations, I find that I must convey to you my goodwill in a correspondence format. It was when I was still a juvenile future constitutional figurehead substitute that I first became sensitised by mother-tongue abuse awareness. How many of us, I wonder, when faced with pretentious gobbledygook and empty jargon, experience a kick start into despair mode? My feelings towards all of you at today's Awards are, attitudinally, those of enormous encouragement....
>
> God bless the Plain English Campaign. — *Charles, Prince of Wales*

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