

Writing in Business: Approaches & activities, (mostly) online!



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Activity types to help students:

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

- Unjumble / Order sentences (or paragraphs) in an email / text
- Add a subject line to an email
- Gapped phrases, e.g. "Apologies for not _____ sooner."
- Replace the WORD with a more descriptive one
- [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
- Choose a picture for the text
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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
- Add an attention-grabber
- Up-/downgrade a text re. formality
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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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Redundant pairs / words: * *Cross out the unnecessary word in each pair.*

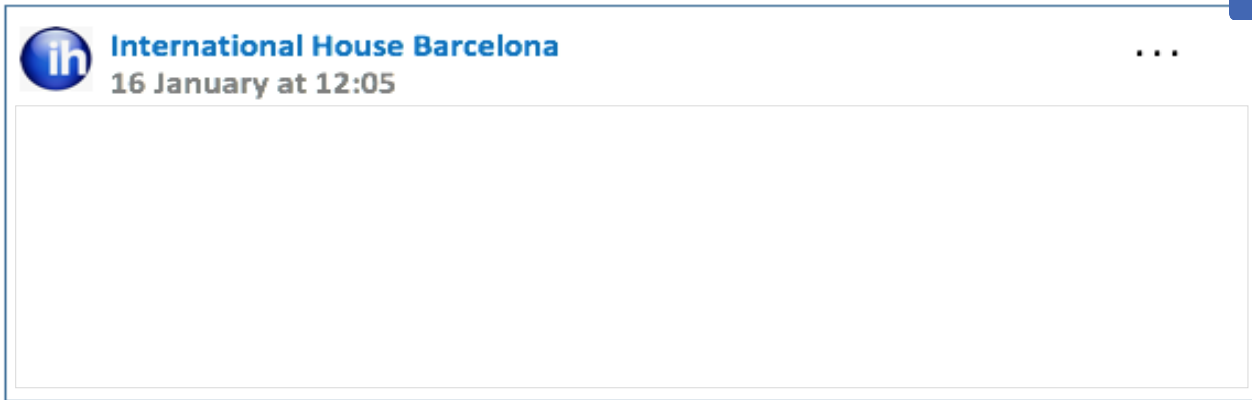
- ~~completely~~ finished
- past memories
- various differences
- future plans
- end result
- free gift
- past history
- unexpected surprise
- sudden crisis

Redundant categories: * *Underline the key word in each phrase.*

- of a bright colour
- of cheap quality
- unusual in nature

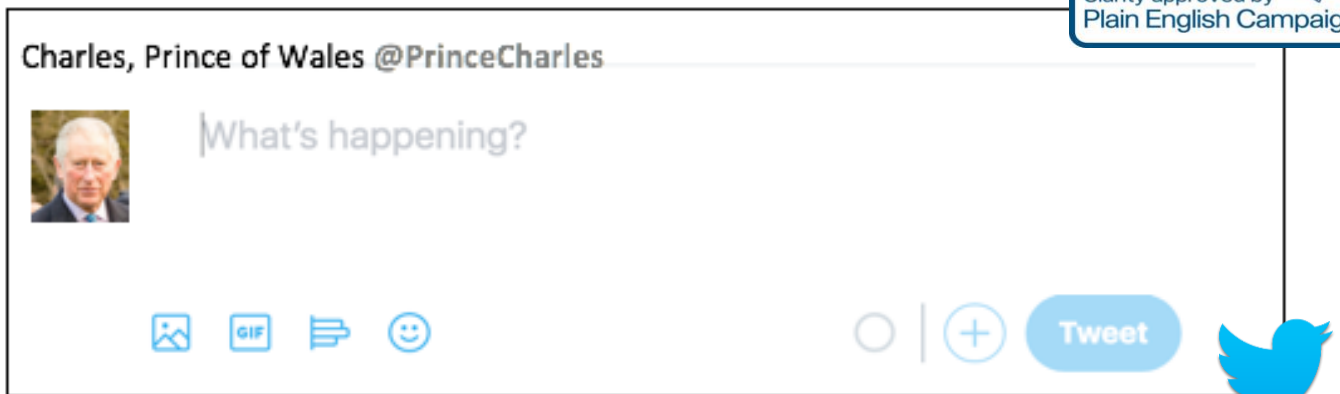


'Cover comment': * Reduce the text to max 25 words. * What words would you #hashtag?



The Plain English Campaign * Rewrite Prince Charles's message into 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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FURTHER READING:

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