

BUSINESS WRITING

Does it still exist?

Rachel Appleby
IH Barcelona 2020

rapple18 

<https://rachelappleby.edublogs.org>

Writing in 2020: T/F/??

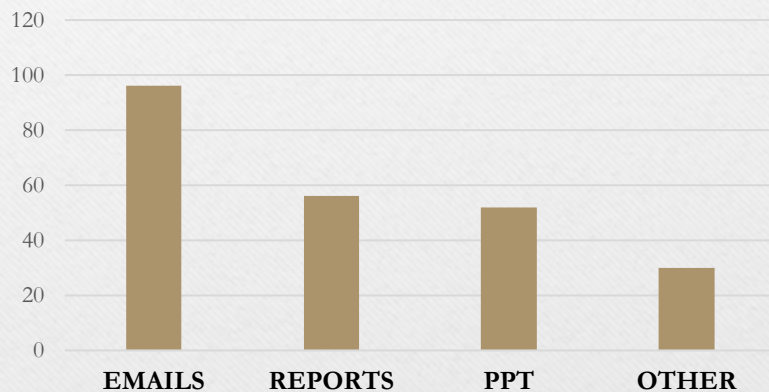
1. Writing includes more facts, and fewer opinions.
2. Writing is best pitched to an 8th grader (13-14 year olds).
3. Genre [text] analysis doesn't matter any more.
4. Sophisticated vocabulary and grammar are good.
5. Spelling & punctuation are less important nowadays!!
6. Facebook posts longer than c.60 words are cut short.
7. The more #hashtagged words, the better!
8. Tweets can have a max. of 140 characters.
9. The reader is less important nowadays.

Does Business Writing Exist Anymore?

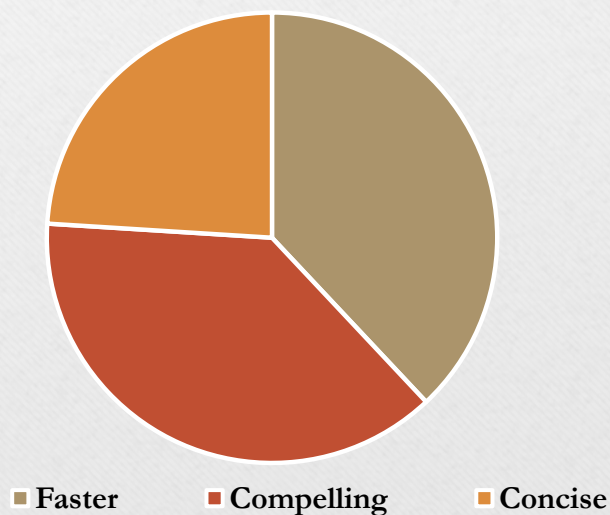
Importance of writing at work? (1-5: 5 = high)

5= 69.5%; 4= 19.5%

Business Docs: regularity



Writing needs



Identify the channel / genre

Fab conference. 😍 Congrats to all the organisers! 🙌

1

Apologies for the delayed [sic] reply to ...

2

Salam, Rachel 😊 Pls let me know if you'd be available for an hour next week, e.g. Fri. afternoon 7/12?

3

Dear Ilona,
Hope you had a successful conference!

4

“When Technology lets you down” ~ many great ideas & solutions from @janosujlaki at @iateful_hu conference in #Budapest 🇭🇺 #Tech [+ foto]

5

Follow our blog, IATEFL BESIG's 'Meet a Member'. We start 2020 with a smile from Brazil with fellow BESIG member Karin Heuert Galvão. #iatefl #besig #BE #cpd besig.org/mam-karin...

6



Considerations



Add a **subject line**

Emails



Dear Ilona,

I trust the conference you attended last week was hugely successful. I will look forward to hearing your report on this event, and I sincerely hope that you have since had the opportunity to relax.

I should like to inform you that this afternoon I shall be travelling to Croatia. I return only on Wednesday late in the evening.

Meanwhile, I look forward very much to seeing you on Thursday, for our next lesson.

I wish you an excellent week.

Rachel

Re-order the lines below!

Emails



Dear Ilona,

- a. Have a good week meanwhile!
- b. I hope you had a wonderfully successful two days last week – really looking forward to hearing all about it.
- c. Will look forward to seeing you here on Thursday!
- d. I'm off to Croatia this afternoon .. back late Weds.

Rachel

b, d, c, a



Emails

Dear Ilona,

I hope you had a wonderfully successful two days last week – really looking forward to hearing all about it.

I'm off to Croatia this afternoon .. back late Weds.

Will look forward to seeing you here on Thursday!

Have a good week meanwhile!

Rachel

Can you outline a **structure**?

Would you revise **subject line**?



Rachel Appleby

To: [redacted]

2019. 09. 09.

Dear Ilona

I hope you had a wonderfully successful two days last week - really looking forward to hearing all about it ... - and I hope you've managed to relax this weekend.

I'm off to Croatia this afternoon.. back late Weds.
Will look forward to seeing you here on Thursday!

Have a good week meanwhile!

Rachel

--

Rachel Appleby [Budapest]

Dear Rachel,

Thank you for your very kind email.
The workshop is over: it was nice but extremely exhaustive – I'll tell you everything...

I wish you a great trip to Croatia!
See you on Thursday.

Best wishes,
Ilona



A genre: emails

Dear Ilona,
Hope you had a
successful conference!

- **Vocabulary**

- Clear; not complex; not idiomatic

- **Grammar**

- Active (not passive); simple; instructions; pronouns



- **Organisation / Layout**

- Subject line
- 4 parts (open / action ↔ details / close)
- Short, clear sentences (bullet-pointed)

- **Style:** Neutral / friendly



Language



I should like to inform you that I'll
be ...

I'll be

Sincere apologies for the belated
reply to your email.

Sorry for not getting back to you
sooner.

Should you have any questions,
please do not hesitate to get in touch.

Get back to me if you have any
questions.

Please inform me of your arrival
time at your earliest convenient.

Please tell me when you're
arriving.

Practice:

Gapped phrases; Jumbled phrases; Cue words

know / have / you / if /
Please / questions. / me /
any / let



Please let me know if you
have any questions.

_____ getting back to
you sooner.



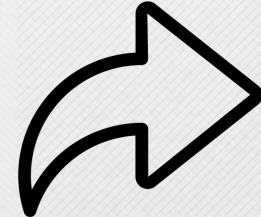
Sorry for not getting back to
you sooner.

attached

touch

	Faster
	Concise
	Compelling

Other genres: social media



A writing project: online

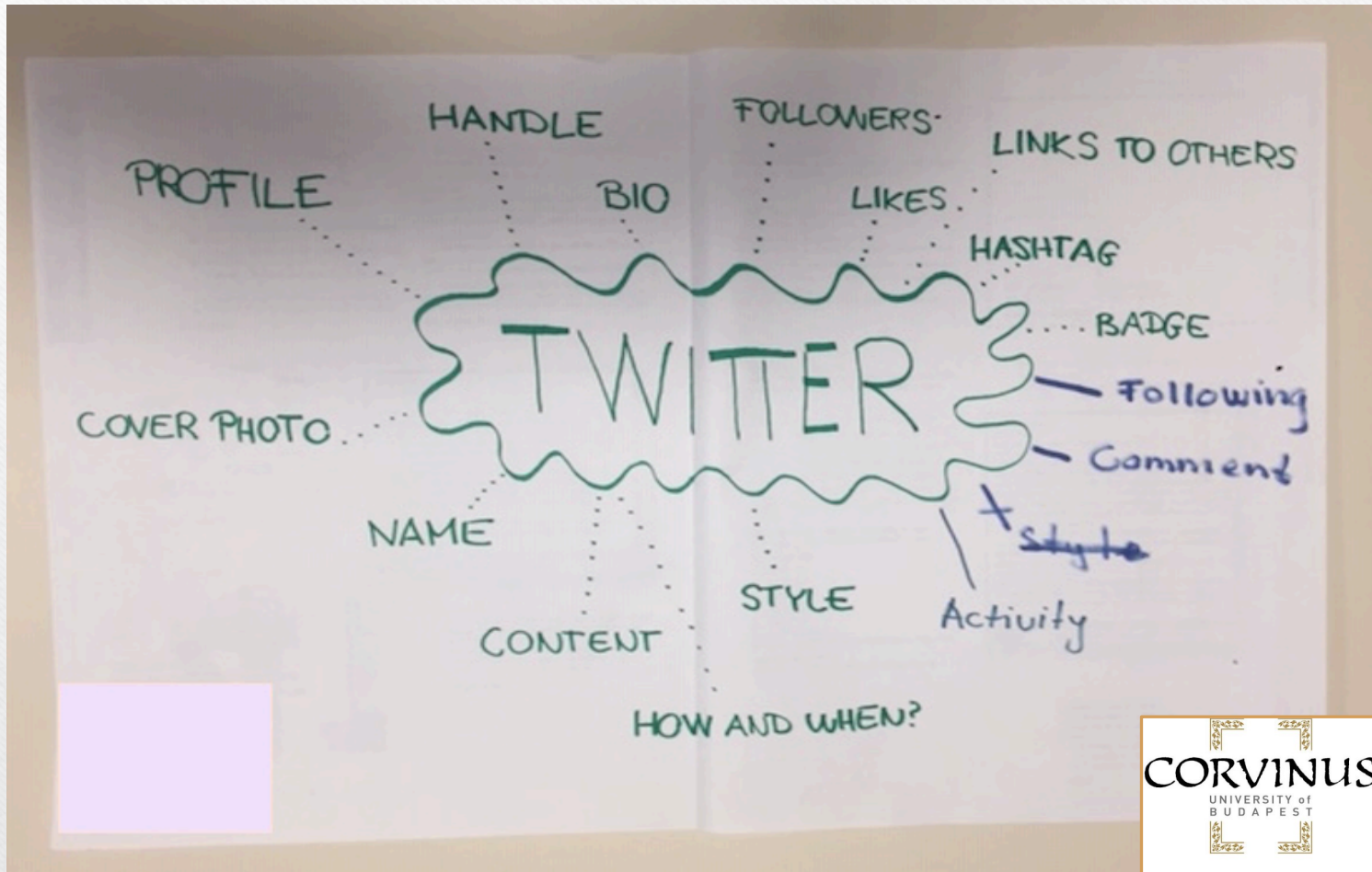


edublogs



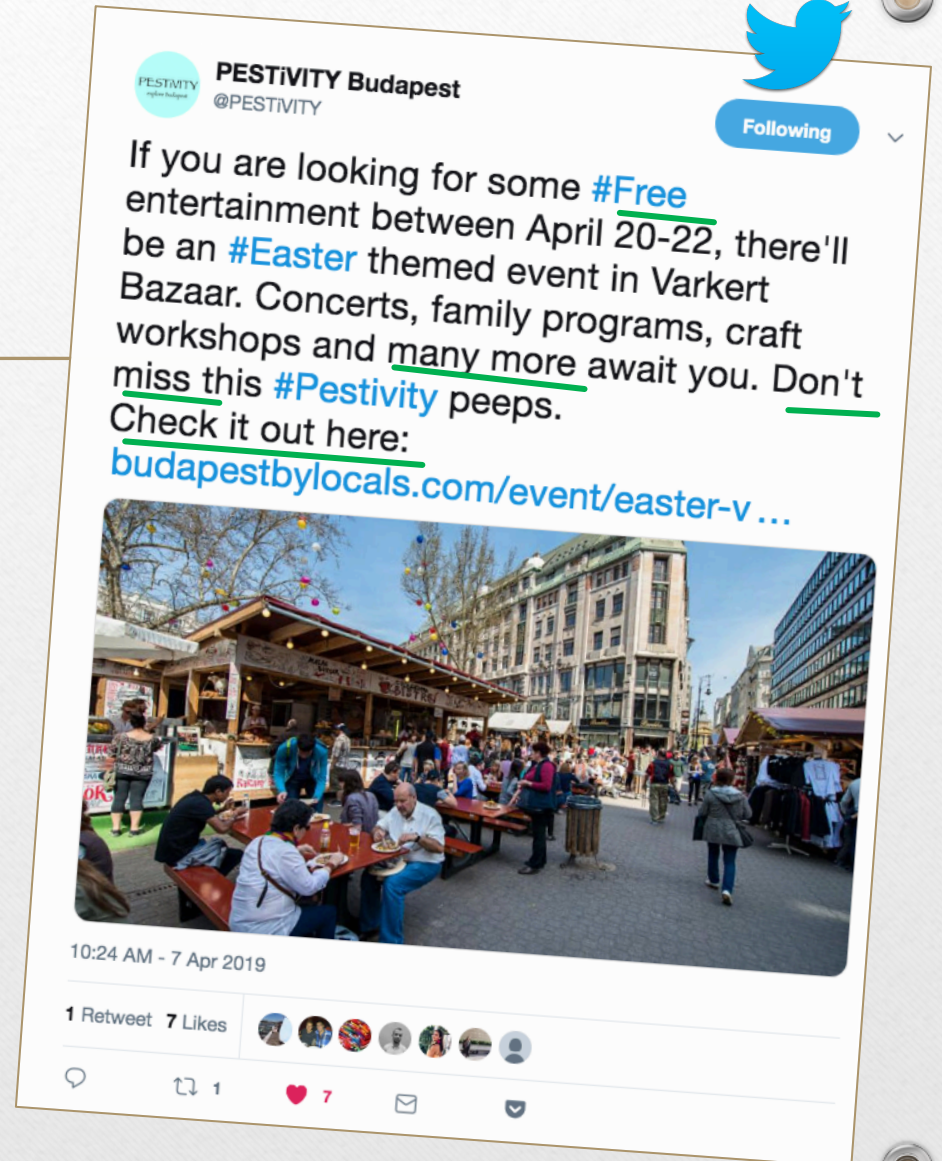


Considerations of online writing



Characteristics

- informal language
- #hashtags
- tag @people
- Photos
- links 'call to action'
- vocabulary?
- length





Vocabulary: improve the WORDS

GREAT conference. NICE sessions and GOOD networking opportunities. I have left with a headful of ideas and met LOTS OF people. Well done and thanks to all the organisers.

[BESIG conf. feedback, Oct. 2019]

[Fiona Dunlop](#)

[13 October at 13:35](#)

Fabulous conference. **Engaging** and **thought-provoking** sessions and **great** networking opportunities. I have left with a headful of ideas and met **loads of lovely** people. Well done and thanks to all the organisers.



Andy Crestodina @crestodina

Content Promotion Strategies

Here are the 50 ways to drive traffic to your next post

orbitmedia.com/blog/content-p...

How many of these are on your checklist? ✓ ✓ ✓

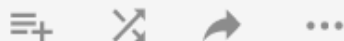
Features #ContentMarketing insights from @bestofjess and @MaryG_PR
@PrmteOnPurpose, you guys might like this one...





#IHBCNELT Conference 2020

7 videos • 37 views • Updated yesterday



International House
Barcelona

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#IHBCNELT 2020 Scott Thornbury

International House Barcelona

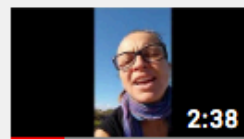
2



#IHBCNELT 2020 Mark Hancock: Pro

International House Barcelona

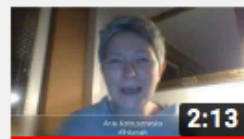
3



Lindsey Clark #IHBCNELT 2020

International House Barcelona

4



#IHBCNELT 2020 Ania Kolbuszewska

International House Barcelona

5



#IHBCNELT 2020 Dana Poklepovic

International House Barcelona

Tags / Cover comments



International House Barcelona

16 January at 12:05 · 🌐



Updated! Meet the speakers of our ELT Conference 7th & 8th February 2020. Scott Thornbury, Mark Hancock, Lindsey Clark, Ania Kolbuszewska and many more chat about their talks and workshops to give you an idea of what we have to offer! Full list on our webpage.

[https:// www. youtube.com/playlist...](https://www.youtube.com/playlist...)

Still haven't registered? Don't miss out!

www.ihes.com/bcn/tt/conference.html

Words 56
Characters (no spaces) 406
Characters (with spaces) 462

... see more

Plain English Campaign

... the main ways to make writing clearer:

- Keep your sentences short
- Prefer active verbs
- Use 'you' and 'we'
- Use words that are appropriate for the reader
- Don't be afraid to give instructions
- Avoid nominalisations (*noun phrases*)
- Use lists or bullets where appropriate



Too many words

Redundant pairs:

- p~~x~~st memories
- various differences
- future plans
- free gift
- past history
- unexpected surprise

Too many words:

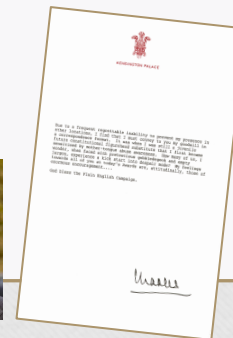
- at this moment in time >
- for the purpose of >
- in the event that >
- now
- for
- if

https://owl.purdue.edu/owl/general_writing

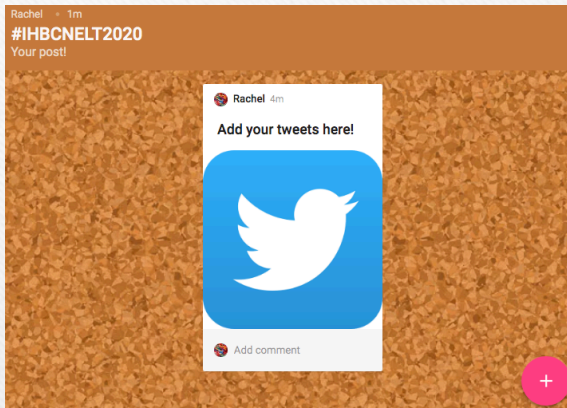
“Due to a frequent regrettable inability to prevent my presence in other locations, I find that I must convey to you my goodwill in a correspondence format. It was when I was still a juvenile future constitutional figurehead substitute that I first became sensitised by mother-tongue abuse awareness. 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.

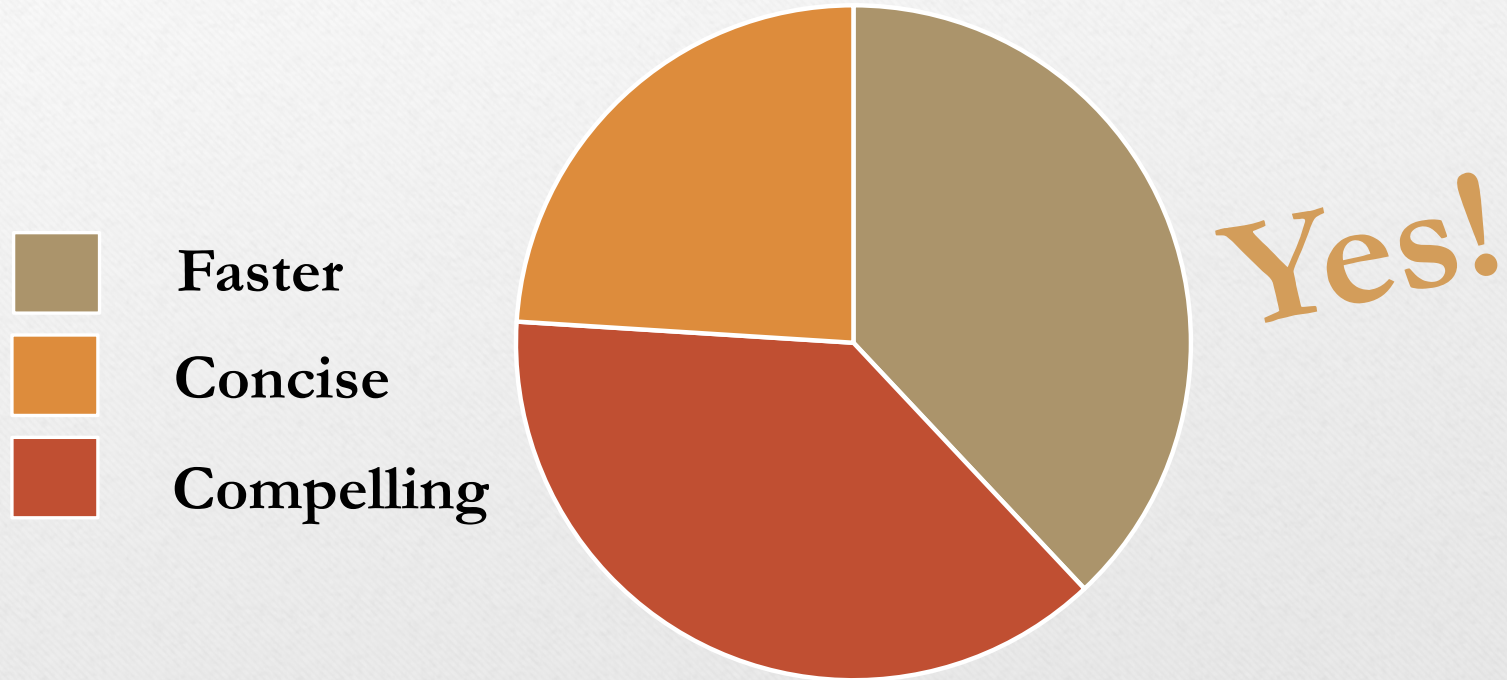
– *Charles, Prince of Wales*



<https://padlet.com/rachelappleby/dktj0s2hvsip>



Does Business Writing Exist Anymore?



Learners: Business Writing 2020

- Use examples
- Analyse the genre
- Identify key features
- Consider the reader!
- Plain English Campaign –



References

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Hughes, J. (2011) 'Changing our approach to business writing skills' – webinar, hosted by IATEFL-BESIG. <https://besig.iatefl.org/membership-preview/webinars-2>

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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:

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Hockly, N. et al (2019). 'Global skills: Creating empowered 21st century citizens' <https://oupeltglobalblog.com/2019/11/04/empowered-21stcentury-learners> (retrieved 29 Jan. 2020)

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

BUSINESS WRITING

Does it still exist?

Thank you!



Rachel Appleby

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IH Barcelona ELT 2020

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*



PPT & handout: edublogs

<https://rachelappleby.edublogs.org>

Along these lines
Saving words

Home About me

Search

CONFERENCES / WORKSHOPS / TRAINING

Posted on April 16, 2016

(Please note that the date you can see above is when I started this blog; I update it regularly)

For more information and details on short workshops, please check out this page: [SHORT WORKSHOPS](#)

2020 February 8, Barcelona #HBCNELT

Business Writing: does it still exist? Approaches and activities, on & offline

Every day, we're bombarded with short, direct messages, attention-grabbing posts, abbreviations & emojis, and visuals galore – not just from friends, but from colleagues and for work too. Social media contributes increasingly to work-related content.

So, what does this mean for "business writing"? What's required now of our learners, and how can we prepare, motivate and help them in class?

This workshop, for General & Business English, aims to get you thinking about how you and your students write, and how we can stay on top of the game with clear and concise reader-focused texts.

Every day, we're bombarded with short, direct messages, attention-grabbing posts, abbreviations & emojis, and visuals galore – not just from friends, but colleagues and for work too. Social media contributes increasingly to work-related content. So, what does

Tags

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Good writing:

66% The quintessential 21st century skill! Today people write as never before: texting, on blogs, with video cameras & cell phones

— Dr. Norman Coombs of Teachers of English

BUSINESS WRITING
Does it still exist?

Rachel Appleby
IH Barcelona, 2020

Writing in 2020: T/F/?

- Writing includes more facts, and fewer opinions.
- Writing is less polished in 2020 (under 15-30 year olds).
- Grammar (and analysis) doesn't matter any more.
- Appropriated vocabulary and grammar are good.
- Spelling & punctuation are less important nowadays!
- Feedback goes longer than 200 words can say that.
- The more (philosophical) words, the better!
- There can be a max. of 140 characters.
- The model is less important nowadays.

Considerations

Who Where
Why How

Writing needs

Factor
Context
Genre

Identify the channel / genre

Task: Identify the channel and genre of the text. Write down the channel and genre of the text. Write down the channel and genre of the text.

Emails

The last word: email. What you write / receive?

Add a subject line

Emails

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

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

Rachel Appleby
IH Barcelona, February 2020

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

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

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
- Identify 5 features of the text type

Structure

- Identify the genre
- Summarise the text (max 25 words)
- Reduce text to a 140-character tweet
- Write the paragraph in bullet points
- Write a Tweet / FB post of an event
- Write an appropriate response

Writing skills

- Summarise the text (max 25 words)
- Reduce text to a 140-character tweet
- Write the paragraph in bullet points
- Write a Tweet / FB post of an event
- Write an appropriate response