

Professional Writing

Turning ideas into clear, concise and precise writing

(course reference: PWC)

 Write clearly & professionally	 Select the right sentence length	 Choose a suitable tone & structure
 Save time: write more effectively	 Apply ready-to-use tools	 Checklists for writing quality

What the course covers and what it will help you to do

Topics	More detail
 Introduction and key ideas	Introduction to the 'Body of Knowledge' Writing risks to mitigate Key principles for good writing Why 'how we write' really matters
 Writing clearly	Stating 'purpose' at the start & providing clear layout How to share clear messages & keeping sentences short Ways to reduce sentence length & grammar basics Strong sentences (incl. the 'rule of eight') & paragraphs How to make writing flow & using topic sentences Strong conclusion sentences & using prepositions well Why Plain English is best
 Writing concisely	'Introductory phrases rule of eight' Tools to help you be concise Using lists effectively
 Writing precisely	Selecting the best words Choosing a suitable tone Checking your writing Realising why punctuation matters Using punctuation correctly
 Writing skills and techniques	Using the 'active' & 'passive' voices Planning your writing Reviewing writing (yours & others) Ignoring writing myths Avoiding 'hedging' & unclear words
 The 'Body of Knowledge'	Reference booklets & tools for clear, concise writing Practical guides on: grammar, layout, punctuation Checklists for writing quality, planning & reviewing Tips for emails, reports, slides

 You will take away a **workbook** with the key points and **handouts** to refer to. After the course, you will have:

- easy-to-use **checklists**
- practical **tools** for everyday writing
- aide-memoires for quick **reference**
- a clear **approach** to improve your writing.

How the course is run

- This is an **in-person, interactive** course
- The style is **friendly, relaxed and informal**
- There will be plenty of **time to ask questions**
- **Duration:** from 3-6 hours (as decided by the Hosts at each Delivery Centre)

Sources of course material

This course is based on ideas from:

a) **books:** *The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century*, Steven Pinker; *Oxford Guide to Plain English*, Martin Cutts; *Plain English writing guide*, The Word Centre; *Style Guide*, The Economist; *Full Marks*, John Kirkman; *My Grammar and I*, Caroline Taggart and J.A. Wines; *Eats, Shoots and Leaves*, Lynne Truss; *Making a Point*, David Crystal

b) **web sites:** dictionary.cambridge.org, grammar-monster.com, Wikipedia.org, examples.yourdictionary.com, universalclass.com and plainlanguage.gov

c) **material produced by:** Lois Lightfoot, Sally James, PEF Associates (Penni Fromm)