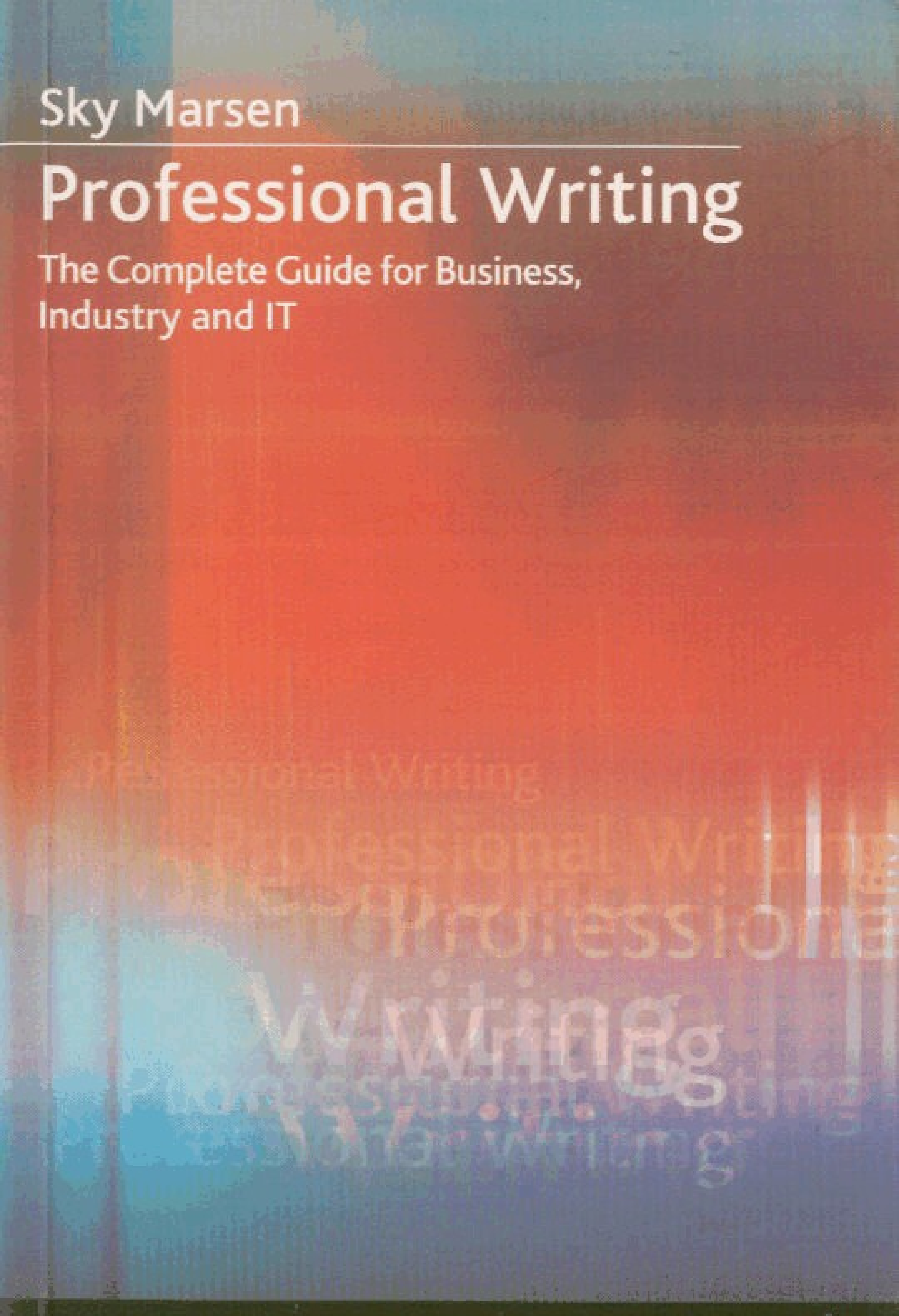
Sky Marsen

Professional Writing

The Complete Guide for Business, Industry and IT



palgrave.study.guides

Contents

List of figures ix
Acknowledgements x

Overview **xi**

Introduction xi
Distinctive features xi
Audience and skills xii
Trajectory xiii
Rationale xv

1 Setting the stage for writing **1**

Introduction 1
Planning 2
Drafting 10
Revising and editing 12
Tips for successful writers 14

2 Analysing and managing information **16**

Introduction 16
A model for analysing the requirements of a project 16
Common mental actions related to briefs 20
Research techniques 21
Primary research: Interviews 22
Secondary research 1: Sources 24
Secondary research 2: The Internet 25
Evaluating the validity of research sources 29
Managing information: Summaries 32
Documenting sources: APA format 37

3 Objective reasoning **40**

Introduction 40
The framework of objective reasoning 41
Pitfalls of reasoning 42
Insidious fallacies 46
Quantitative data and public opinion 46
Causality and correlation 47
Manipulation of public opinion with statistics 48
Structuring refutation 55
Writing quantitative research 56
Audience considerations 58

4 Choosing style and presentation **59**

Introduction 59
Golden rules of professional writing 60
Audience considerations 65
Aesthetics of style 68
Troublespots in professional style 76
Typology of writing 78

5 Constructing sentences **85**

Introduction 85
Active and passive voice 85
Participials 89
Subject–verb–pronoun agreement 91
Punctuation 93
Using 'that' and 'which' 103
Spelling 105

6 Distributing information: Paragraphs and sections **110**

Introduction 110
Writing paragraphs 111
Paragraphing in formal reports 112
Section headings and report outlines 112
Point-listing information 113
Paragraphing in magazine articles 116
The inverted pyramid 117
Cohesion and transition techniques 119

Methods of developing a paragraph 126
What can go wrong? 132

7 **Writing complete documents: Reports, letters, memos and e-mail** **134**

Introduction 134
Reports versus essays 134
Types of reports 135
The body of the report: Introduction, discussion/findings, conclusion and recommendations 137
Front matter: Letter of transmittal, table of contents, abstract 140
End matter: References, glossary, appendices 141
Numbering of sections 142
Page numbering 143
Visuals: Photographs, diagrams, charts, clip art, etc. 144
Proposals 148
Project management 153
Working in teams 154
Managing conflict 156
Writing a progress report 157
Writing letters and memos 160
Writing e-mail messages 164

8 **Promoting: Business journalism and advertising** **169**

Introduction 169
Business journalism 170
Promotional writing 170
Leads, hooks and ties 174
Organisation of content in promotional articles 176
Submitting an article for publication 180
Writing press releases 186

9 **Writing for the digital media** **189**

Introduction 189
The framework: Servers, browsers and hosts 190
Multimedia 191
Print versus electronic writing 195
Web site development 196

Web site evaluation 199
Designing your own web site 202
Submitting articles for on-line publication 206
All in the (type) family: What fonts to use 208

10 Applying for jobs **210**

Introduction 210
Knowing your values 210
CVs and cover letters 212
Job searching 212
Finding information about a company 214
Writing CVs 214
Sample CV layouts 217
Writing the cover letter 219
And finally . . . 222

References 223
Bibliography 225
Index 227