

# Academic vs. Technical & Business Writing

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LESSON 1

# Overview

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Audience

Purpose

Genre

Design

Delivery

Style



# Audience

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THE MOST ESSENTIAL DIFFERENCE BETWEEN ACADEMIC AND PROFESSIONAL WRITING IS AUDIENCE.

# Audience Overview

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## ACADEMIC

Yourself

Your Instructor

Your Classmates

## PROFESSIONAL & TECHNICAL

Colleagues

Supervisors

Customers/Clients

Public

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Technical and  
Professional  
Writing is READER-  
CENTERED

# Purpose

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AS YOUR AUDIENCE DIFFERS, SO DOES YOUR PURPOSE.



# Purpose Overview

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## ACADEMIC

Demonstrate achievement of course goals and objectives

Learn

Analyze

## PROFESSIONAL & TECHNICAL

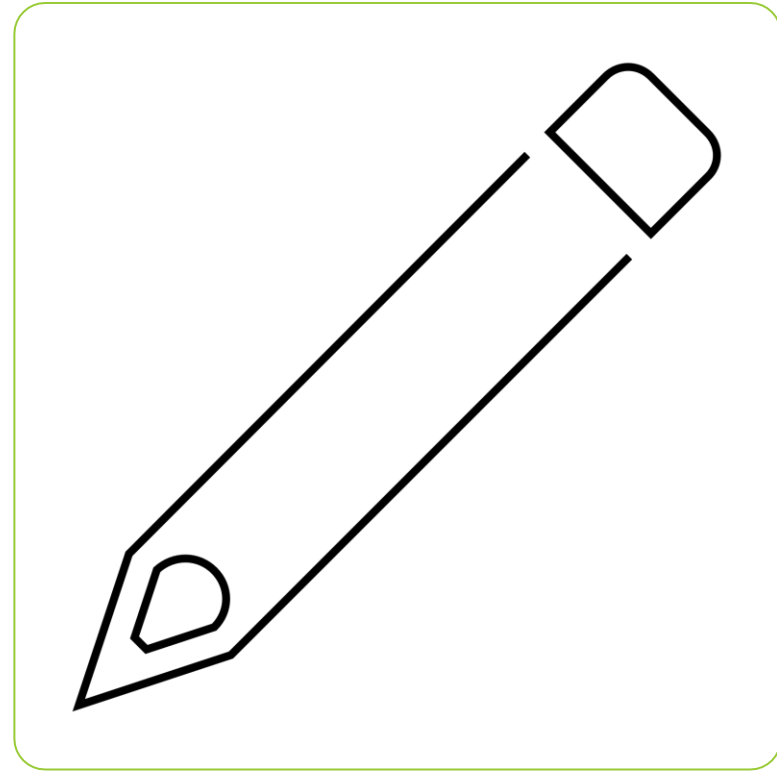
Inform decisions

Persuade actions

Communicate

Technical and  
Professional  
Writing is  
**PERSUASIVE**

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# Genre

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ANOTHER ELEMENT THAT DIFFERS IS GENRE, OR GENERAL CATEGORY.





Genres – General category with certain conventions (characteristics, forms styles, subjects). For further examples of genres and conventions, check out [these cartoons](#) by John Atkinson.

# Genre Overview

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## ACADEMIC

Essays

## PROFESSIONAL & TECHNICAL

Resumes

Cover Letters

Emails

Proposals

Reports

Instructions

Infographics

Presentations

# Design

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IN TANDEM WITH GENRE COMES DESIGN.



# Design Overview

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## ACADEMIC

Lots of identically-formatted pages

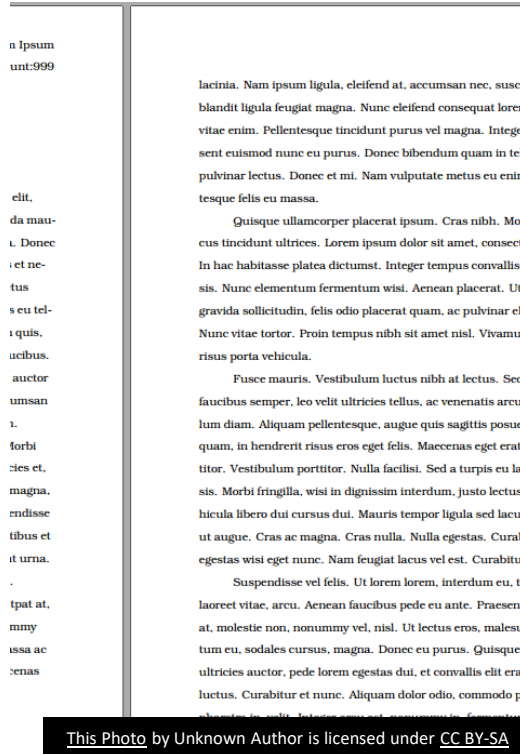
Paragraphs and paragraphs

## PROFESSIONAL & TECHNICAL

Use of basic design principles

Use of elements like

- Headings
- Lists
- Fonts
- Graphics



Using design principles helps multiple audiences to easily and quickly find needed information.

# Delivery

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HOW YOU OFFER THE CONTENT MATTERS.



# Delivery Overview

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## ACADEMIC

Technologies (Learning Management Systems, some email)

Modes (usually written)

Ways of use (similar devices)

## PROFESSIONAL & TECHNICAL

Technologies (email, Microsoft Teams, text, submission portals, letters, etc.)

Modes (oral, written, combination)

Ways of Use (distance, location, device etc.)



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Technologies, modes, and ways of use are important considerations in the delivery of professional and technical communications.

# Style

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ESTABLISH YOURSELF AS A PERSON OF GOOD WILL, GOOD CHARACTER, AND GOOD SENSE AS IT APPLIES TO PROFESSIONAL, TECHNICAL, AND PUBLIC WRITING.

# Style Overview

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## ACADEMIC

Audience has a vested interest

Engagement is required

Time is afforded to focus on deciphering intent

Collective meaning-making is part of the goal

## PROFESSIONAL & TECHNICAL

### **CONCISENESS**

- Audience may not be interested
- Engagement is often not required or may be limited

### **CLARITY**

- Audience does not have time to decipher
- Misinterpretations can be costly

### **CORRECT GRAMMAR, USAGE, and MECHANICS**

### **GOOD WILL, GOOD CHARACTER, GOOD SENSE**

As you progress through the course, keep in mind how

- Audience
- Purpose
- Genre
- Design
- Delivery
- Style

impact **how** and what you **write**