WHAT THE WORKPLACE WANTS: RAISING BETTER WRITERS

COLLEGE OF COMMUNICATION COLLABORATIVE PANEL
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WRITING BEST PRACTICES: WORKPLACE EXPECTATIONS


• How Good is Your Grammar? http://learning.blogs.nytimes.com/2013/03/04/how-good-is-your-grammar/?_php=true&_type=blogs&_r=0

• This Embarrasses You and I*: http://online.wsj.com/news/articles/SB10001424052702303410404577466662919275448

TEACHING WRITING: STRATEGIES THAT WORK

Make writing fun, memorable and meaningful
• Associated Press Style Guide: discussion boards, assign a letter
• Grammar Games: reminders, refreshers, style expectations for PR
• Favorite Authors: good readers make good writers
• Wall Street Journal student-rate subscriptions: graphics, writing, introduction to the business world
• Bring in experts: third-party validation (panels, workshops, guest speakers)

Low-risk, in-class assignments
• Grammar Goofs: Rule-A-Day punctuation/grammar practice
• Writing without grading: assign a prompt and share responses among the class (make up your own definition to a word; retell the beginning or end of a story)
• Peer editing: edit-and-pass technique
• Reflective memos: How did you understand the direction? What did you take away?
• Practice “writer’s prerogative”: write a paragraph from a given list of facts
• Progressive storytelling

Use the city for inspiration: field trips
• Publicity Club of Chicago
• Chicago Ideas Week
• TribU
• WordQuest: A scavenger hunt for words on the street
DEPAUL RESOURCES

- “The elements of teaching writing” (Gottschalk, Hjortshoj, 2004)
- “Engaging Ideas” (Bean, 2011)
- School for New Learning Teaching Adults Certificate; SNL online writing course
- Teaching & Learning Commons Annual Conference
- Teaching and Learning Certificate Program
- Writing Center/in-class visits, embedded writing tutors
- Writing Fellows
- Digication (developing your own portfolio, assign online portfolio to students)

ADDITIONAL WRITING RESOURCES

Books for students on how to improve writing

- Danziger, Get to the Point (2001)
- Gray-Grant, 8 ½ Steps to Writing Faster, Better (2008)
- Fogarty, Grammar Girl’s Quick and Dirty Tips for Better Writing (2008)
- Kallan, Renovating Your Writing (2013)
- King, On Writing (2000)
- McCormack, Brief (2014)
- O’Connor, Woe is I (2012)
- Strunk & White, Elements of Style (1999)
- Yagoda, How to Not Write Bad (2013)
- Zinsser, On Writing Well (1998)

Teaching Writing

- Bean, Engaging Ideas (2011)

Online resources & writing tips

- Grammar Girl http://www.quickanddirtytips.com/grammar-girl
- The Publication Coach http://www.publicationcoach.com/
- Ragan’s PR Daily http://www.prdaily.com/Main/Home.aspx