



WHAT THE WORKPLACE WANTS: RAISING BETTER WRITERS

COLLEGE OF COMMUNICATION COLLABORATIVE PANEL
Ron Culp • Judy Friedman • Jason Martin • Jill Stewart

WRITING BEST PRACTICES: WORKPLACE EXPECTATIONS

- 6 Reasons Why Grammar Still Matters in the Digital Age: <http://www.prnewsonline.com/water-cooler/2012/07/17/6-reasons-why-grammar-still-matters-in-the-digital-age/>
- Why Grammar Counts at Work: <http://www.forbes.com/sites/susanadams/2012/07/20/why-grammar-counts-at-work/>
- 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
- Proofreading practice: *New York Times* Test Yourself: <http://learning.blogs.nytimes.com/tag/tyediting/>
- 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)
Fiske, *The Dictionary of Concise Writing* (2006)
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)
Watt & Bradford, *An E.B. White Reader* (1996)
Yagoda, *How to Not Write Bad* (2013)
Zinsser, *On Writing Well* (1998)

Teaching Writing

Bean, *Engaging Ideas* (2011)
Gottschalk, Hjortshoj, *The elements of teaching writing* (2004)

Online resources & writing tips

AP Style Guide <http://www.apstylebook.com/?do=product&pid=OLN-917360>
Free English Grammar Lessons: <http://www.grammar-monster.com/>
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>
Ray Bradbury on How List-Making Can Boost Your Creativity:
<http://www.brainpickings.org/index.php/2013/10/18/ray-bradbury-on-lists/>