

EW 201- Expository Writing – III

Professional Writing

Introduction:

The course is designed to help students take a deeper approach to the writing skills which involve effective learning strategies and techniques of professional writing. This course will enable students to become trained in content writing for non-academic fields and will prepare them as professional writers for the workplace.

Learning Outcomes:

Students will be able to:

- Familiarize students in various areas of professional writing
- Use effective strategies of content and technical writing
- Become persuasive writers who can cater to any audience

Course Contents:

Unit I:

- Content writing
- Report Writing
- Formal letter and application writing

Unit II:

- CV writing
- Emails, memos, proposals
- Formal presentations
- Summarizing articles and charts, graphs etc.

Unit III:

- Directed writing task: reviews, blog posts, content development for social media and web pages
- Differentiating between newspaper articles and research articles
- Prerequisites of research: familiarity with citation manuals (MLA and APA)

Teaching-learning strategies:

Visual media

Presentations/seminars

Group discussions

Assignments:

Exercises on specific skills: 2 tasks

Research papers: 2 tasks

Assessment and Examinations:

Elements	Weightage	Details
Midterm Assessment	35%	It takes place at the mid-point of the semester.
Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.

Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.
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Textbooks:

Since no single textbook covers all the course contents, the course instructor may use materials from the recommended readings and other books.

Recommended Readings:

- Arnaudet, M. L and Barrett, M. (1981). *Paragraph Development*. New Jersey: Prentice-Hall
- Garrison, B. (2007). *Professional Feature Writing*. New York: Routledge
- Crane, M. H. (2010). *Expository Writing: Step by Step Lesson*. New York: Brane Publishing.
- MacRae, P. (2015). *Business and Professional Writing*. Canada: Broadview Press
- Marsen, S. (2007). *Professional Writing*. New York: Palgrave
- Surma, A. (2005). *Professional and Public Writing*. New York: Palgrave