

# Contents

Preface	ix
<b>1 How writing works</b>	<b>1</b>
Writing in our contemporary information society	1
What is writing?	2
Vocation or avocation?	3
Writing in the workplace	4
The writing-thinking-learning connection	5
Keeping a journal	6
Inspiration for journalling	9
Writing as a problem-solving process	11
Getting started	13
Producing writing worth reading	13
What characterises good writers?	14
The last word	15
Activities	15
<b>2 How reading works</b>	<b>18</b>
Why read?	18
How does reading help writing?	19
Writing for your readers	21
Reading in the workplace	25
Structuring writing for reading	29
Reading critically	30
The last word	33
Activities	34
<b>3 How words work</b>	<b>37</b>
Using words well	37
Taking words seriously: style, voice, and tone	41
Choosing words wisely	45
Spoken communication	67
The last word	67
Activities	68

<b>4</b>	<b>How sentences and form-class words work</b>	<b>70</b>
	Why study grammar and syntax?	71
	Descriptivism and prescriptivism	74
	Traditional grammar	74
	Syntax	78
	Form-class words	84
	The last word	100
	Activities	101
<b>5</b>	<b>How structure-class words and paragraphs work</b>	<b>107</b>
	Structure-class words, interjections, and paragraphs	107
	Structure-class words	108
	Interjections/exclamations	120
	Analysing sentences	120
	Paragraphs	122
	The last word	124
	Activities	125
<b>6</b>	<b>How punctuation works</b>	<b>130</b>
	Why punctuate?	130
	Categories of punctuation marks	132
	Punctuation patterns	145
	The last word	146
	Activities	146
<b>7</b>	<b>How structure and design work</b>	<b>150</b>
	Shaping the verbal and the visual	150
	Structuring	150
	What is structure?	151
	Design considerations	166
	The last word	174
	Activities	174
<b>8</b>	<b>How genres and workplace documents work</b>	<b>176</b>
	Understanding genre expectations	176
	Writing in a professional context: workplace genres	177
	The last word	202
	Activities	202

<b>9</b>	<b>How genres and academic writing work</b>	206
	Research-based writing: How academic writing works	206
	Academic research	208
	What is academic writing?	210
	Critical reasoning	212
	Getting started on research	214
	The last word	234
	Activities	236
<b>10</b>	<b>How digital writing works</b>	238
	The inexorable rise of digital media	238
	The early years	240
	Email: insistent and indelible	241
	Writing for social media in the workplace	246
	Organisational websites	246
	Blogs	251
	Twitter	256
	Texting	259
	The last word	261
	Activities	262
<b>11</b>	<b>How revising, editing, and proofreading work</b>	264
	Writing with the intention of revising	264
	Revising	265
	Editing	269
	Proofreading	273
	Using computers for writing and editing	277
	What happens in publishing?	278
	Five levels of edit: checklist	278
	Typographical errors	285
	The last word	286
	Activities	287
	Acknowledgements	291
	Answers to the activities	293
	Further reading	301
	References	305
	Index	315