CM220 Unit 1 | Learning Activities

"Clear Writing"
Effective writing is clear. When the writing is clear, the writer has composed sentences that work together to communicate to an audience. In order for writing to be clear, one needs to keep a few guiding principles in mind.

Podcast: https://kuportal-a.akamaihd.net/ascmedia/wc/podcasts/03clearwriting.mp3
Transcript: https://kuportal-a.akamaihd.net/ascmedia/wc/podcasts/03clearwriting.pdf

"Formal vs. Informal Writing"
The Writing Center (WC) resource "Formal vs. Informal Writing" describes stylistic differences for various writing situations. You will learn what makes a style formal and how to choose the appropriate level of formality depending upon the situation. Learning the conventions or rules of formal writing will benefit you in your academic writing.
https://campus.purdueglobal.edu/MyStudies/AcademicSupportCenter/WritingCenter/WritingReferenceLibrary/WritingMechanics/FormalVsInformalWriting.aspx

"Understanding Tone and Voice in Writing"
To win your audience, you will choose appropriate tone and voice. The WC resource "Understanding Tone and Voice in Writing" defines tone and voice which convey a writer's personality and mood, and the resource also provides strategies for appealing to your audience.

https://campus.purdueglobal.edu/MyStudies/AcademicSupportCenter/WritingCenter/WritingReferenceLibrary/TheWritingProcess/UnderstandingToneVoiceInWriting.aspx

"Honing Word Choice"
The WC resource "Honing Word Choice" focuses on the diction for academic writing. It offers tips for making your writing more clear, concise, and engaging. These tips include staying in third person for academic writing, using sensory images and analogies, and avoiding errors like misplaced modifiers.

https://campus.purdueglobal.edu/MyStudies/AcademicSupportCenter/WritingCenter/WritingReferenceLibrary/WritingMechanics/HoningWordChoice.aspx

Activity: "Writing Tone Practice Activity"
Now that you have reviewed the WC resources on effective writing, practice what you have learned in the Learning Activities by completing this short interactive exercise.

https://kapextmediassl-a.akamaihd.net/genEd/CM220/CM220_1502A/Multimedia/Unit_1/Learning_Activity/story.html

After reviewing this unit's Learning Activities, complete the Quiz. The next step will be to read the Discussion instructions and respond to the topics.