





Al-Farabi Kazakh National University  
Faculty of Journalism

**"Academic Writing" course.**

## **Lecture 14 Professional Writing and Communication**

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## Lecture 14

### **Professional Writing and Communication**

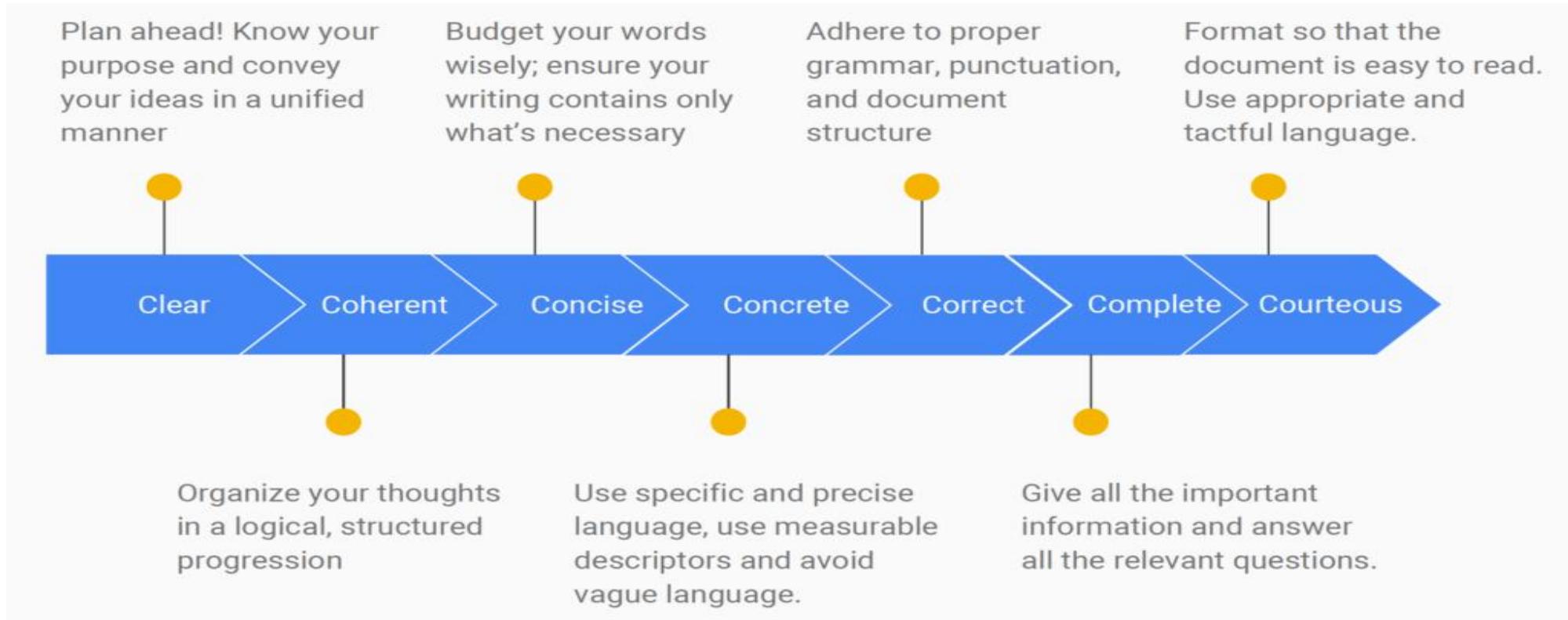
#### **14.1 Academic Writing and Professional Communication**

#### **14.2 What is the difference between academic and professional writing?**

## **Introduction**

To reach the appropriate level in learning the characteristic features of Public Administration, students should not only pay attention to such issues as the analysis of ethical and political questions connected with the field of Public Administration and develop skills in strategic planning and management but also be able to improve the academic writing style and professional communications (Shafritz, Russell, & Borick, 2009).

The reflection on the elements of the personal writing style can be effective for overcoming the possible difficulties and improving the writing skills which are significant both for developing the different types of academic papers and for the professional communication realized in the written form. To develop abilities in providing effective academic papers, I must pay attention to formulating the efficient thesis statement which should reflect the main idea of the work and to using the appropriate syntax constructions to emphasize the message.



## **The Issues and Challenges in Academic Writing**

Having analyzed the peculiar features of my academic papers and the difficulties while writing them, the main issues which can be discussed as influential for the successful development of efficient writing skills. The main aim of academic writing is in providing a strong argument with the help of which the writer presents his or her vision of the definite controversial problem (Moon, 2004). That is why, to develop an effective argument, present clearly my position according to the aspects of the problem. This position should be given in the thesis statement and supported with definite reasons.

To avoid difficulties in developing a successful claim for the work, it is important to contribute to such details of the thesis as the presentation of the main idea and its support with the reasons or evidence. The presentation of the effective thesis statement in relation to which it is necessary to develop the whole argument is one of the main challenges for me in academic writing. Moreover, some difficulties are also associated with the appropriate and detailed analysis of the evidence which supports the idea presented in the topic sentence of the paragraph. It is important to follow the main claim and provide it with effective analysis and argumentation (Northedge, 2005).

## Professional Writing vs. Academic Writing

Academic writing is used in most cases to teach someone how to write or to teach them how to expand their writing. While professional writing already taking you have learned and applying it to real life scenarios.

## **The Necessary Steps for Improving the Academic Writing Style and Professional Communication**

To improve academic writing style, it is significant to pay attention to such details as the development of the effective thesis statement with accentuating the position in relation to the definite question which will be the main idea of the thesis statement. It should be developed with providing the evidences to support its reasonability.

To organize the structure of the work according to the number of reasons presented in the thesis because it is necessary to support each reason with the evidences and to provide their proper analysis. In this case, it is useful for me to focus on the vocabulary used and organize the paragraph with the help of transition phrases.

One of the main tasks of academic writing is to persuade the audience of the credibility of the presented argument. That is why use the syntax constructions and punctuation marks properly in order to draw the readers' attention to the key aspects and contribute to their ease following the discussion.

## **What is the difference between academic and professional writing?**

One of the key differences between academic writing and business writing is the goal of each endeavor. Because the readers are often students, professors, or scholars in academic writing, the goal is to present and analyze information on a specific subject and increase understanding. With professional writing, the goal is generally to communicate information or influence the opinions of managers, coworkers, clients, or job prospects. While academic writing is strictly formal, it's common to use the first-person point of view in many standard business communications. Lastly, academic writing requires adherence to strict formatting and source requirements, but there is generally more flexibility in this area when it comes to professional documents.

### **Academic writing**

The hallmarks of academic writing include the use of the third-person point of view, a logical flow, an emphasis on facts and ideas, and an authoritative, formal tone. This writing style is objective, avoids casual language and slang, offers insightful analysis, and includes citations for research backed by reliable sources such as scientific studies or journal articles. While students and professors routinely use academic writing, scientists also use it to describe their research findings, as do literary critics. There are four distinct types of this formal writing style: descriptive, analytical, persuasive, and critical.

## **Descriptive writing**

Descriptive writing is one of the most simple and ubiquitous types of scholarly writing. You can see examples of this writing style in essays, research papers, or lab reports for several fields of study. The primary goal of descriptive writing is to use precise language to summarize and describe information, such as the result of an experiment or a section of prose.

## **Analytical writing**

An example of analytical writing is an academic paper that compares two or more complex ideas or theories. Although a part of analytical writing is descriptive, it requires going a step further to reorganize and deconstruct facts into categories, groups, types, or relationships that provide context. As such, to author a successful analytical essay, you need to start with a strong outline.

## **Persuasive writing**

Persuasive writing takes analytical writing to the next level. Not only must you structure a coherent, fact-based argument, but you must also include your own point of view. This could be a recommendation, interpretation of findings, or an evaluation of someone else's work, but the claims you make need to be credible and backed by evidence.

## **Critical writing**

This formal style is commonly used in research, advanced undergraduate, or postgraduate writing. It includes the tenets of persuasive writing with the supplement of at least one other point of view (in addition to your own) on a topic or issue. For example, if you're writing a thesis, you may explain a researcher's analysis from a journal article, critique the merits of their argument, and provide your own alternative explanation.

## **Professional writing**

Professional writing refers to any written communication that takes place in an organizational context. A primary objective of professional or business writing is to effectively educate, instruct, or persuade an audience via emails, newsletters, memos, press releases, project proposals, business plans, executive summaries, letters, and resumés. As is the case with all writing styles, proper grammar usage—including syntax, spelling, and parts of speech—is essential in professional writing, as are the three points below.

## **Clarity and concision**

One of the main requirements for successful professional writing is to use clear, precise language so that your message is easily understood. It's also important to avoid clichés and hyperbole and stick to simple, concise statements that efficiently share concrete information. Not only will this save you time, but it will also benefit the reader's comprehension and enjoyment.

## **Active and purposeful**

Whether you're creating a quick email or preparing an in-depth report, every piece of business writing should start with a well-defined objective or purpose. To keep your communication to the point, you should use an active voice, choose strong action verbs, and avoid qualifiers or passive phrases such as "I think."

## **Personal tone**

Although professional writing should have a courteous tone, the level of formality does not need to be equal to that used in an academic setting. Documents such as business plans should have a formal structure, but with emails or online chats with colleagues, a friendly, polite tone and positive phrasing can go a long way.

## **The overlap between academic and professional writing**

Although there are distinct differences, there are also many similarities between academic and professional writing. Both writing styles require that you use proper grammar and punctuation, clear and precise language, and a serious tone, along with well-developed ideas with clear objectives. Whether you're writing for business or academic purposes, it's also important to avoid exaggeration, emotionally charged expressions, and jargon, as they dilute the effectiveness of your communication. In everything from research papers and essays to memos and fundraising letters, it's essential to ensure that the information you convey is both accurate and relevant. And you should always have a clearly defined goal for academic or business writing, such as to describe, inform, analyze, or persuade.

The process of working out and realizing the plan for the further development of my writing skills is the effective means for the improvement of my academic writing style and professional communication. It helps to analyze the typical mistakes and difficulties in academic writing and provides the steps for their overcoming.

## References

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