

## Q: What can you do with writing?

### Kinds of Writing

- Diary/Journal
- Literature
  
- Criticism
  
- Journalism
  
- PR
  
- Copywriting
  
- Letters

### What do you write?

- Personal life story  
ART  
    →Poems, plays, novels...  
Informed opinion  
    →Reviews, scholarship...  
Information, the TRUTH  
    →News Brief  
Promotional Writing  
    →Press Release  
Advertising language  
    →Labels, scripts,  
        brochures, etc.  
Correspondence  
    →Business/legal  
    →Private  
    →Compliment/Complaint  
    →Request  
    →Response  
    →Exchange of ideas

### Purpose

- For your eyes only...  
Your artistic vision  
  
Evaluation  
  
Your reader/viewer  
  
The client  
  
Your business/industry  
  
Personal communication

### Careers in Writing

- Artist (Literature)  
Copywriter  
Critic  
Editor  
Grants Writer  
Poet  
PR Representative  
Reporter  
Speech Writer  
Teacher

#### **The Importance of Reading**

"...without the self-consciousness that reading provides, we cannot *think* our culture, we can only be thought by it ... being able to read is a large part of what it means to be human as opposed to being a mere social function."

—Curtis White, *The Middle Mind: Why Americans Don't Think for Themselves*, 2003

**NEW DEVELOPMENTS IN WRITING: THE WEBLOG** – "In 2004 the number of web log or 'blog' users in the US jumped by 58 per cent. Around 1 in 14 US net users has created a blog, and more than a quarter read others' blogs. Eleven million claimed to have consulted a blog during the election campaign. Despite this, nearly two-thirds of web users are still unsure what a blog is" (*NewScientist*, 8 Jan. 2005). Blogs have become so popular that the governments of China and Iran monitor and crack down on individual journals.

*Start your own blog for free, at [www.blogger.com](http://www.blogger.com).*

*Or post your thoughts on the teacher's blog, at: [www.benortiz.com](http://www.benortiz.com).*