Overview
We all know that business writing must be polished and professional at all times, but how do you ensure that readers will get the message that the writer intended? As an editor, how do you know when to make changes and when to leave text untouched? Would you like to learn some quick ways to make writing stronger and more effective – whether you edit your own work or your colleagues’?

This highly practical workshop-style course will give you the tools and skills to edit a range of documents and web content quickly and effectively. Content will be based on a variety of authentic material, including some from your organisation.

On completion of this course, participants will:

- Understand how to create documents that are clear, concise, correct and readable
- Have the skills to ensure documents will:
  - Communicate your messages quickly and effectively
  - Respond to the needs of the target audience
10th April 9.30:13:00 – Studio 1, Science Gallery

- Display a consistent and professional style
- Look accessible and readable
- Contain no errors of grammar, punctuation etc.

Course content

Part 1 – Overview
- English as a living language: issues for editors
- Identifying best practice
- Defining the role of an editor and proofreader
- Creating an effective brief (for writers and editors)
- Using the Flesch readability scale

Part 2 – Editing
- Editing checklist: clarity, brevity and humanity
- Strategies: how to develop a fresh eye to analyse writing
- Edit to make the writing strong, including:
  - Capture scanners’ attention
  - Choose an appropriate tone of voice
  - Think structure: the inverted pyramid
  - Cut dead wood
  - Use topic sentences and bullet point lists
- Identify common errors – learn to hear alarm bells:
  - Double meanings / fragments
  - Sticky grammar (e.g. singular or plural? who or whom? / that or which?)
  - Tenses / word order
  - Use the active voice
  - Punctuation