

DATE: December 7, 2021

TO: Dr. Oleksiak

FROM: Sean Barney, ENG 475 student, 826 Boston intern
[LinkedIn](#)

SUBJECT: PNMW Reflection Memo

This memo is in response to your request to reflect on my time in the program and what I learned in both my coursework and internship as I developed as a writer. In this memo I will describe my understanding of professional writing in key areas – clarity, feedback and relationship-building, and focus and audience – and I will explain how I will use this understanding in my future professional experiences. Enclosed is my [ePortfolio](#).

Clarity

In Multimedia Authoring, I learned how to write concise, efficient, emails or memos focused on direct action steps and providing necessary context as in [this memo](#).

This course work prepared me for how to communicate with supervisors, peers, and stakeholders with the proper tone and style. Assisting the head of Family & Community Partnerships in my internship with 826Boston, I responded in writing to parents concerns or questions about the program or about individual students or tutors. I helped craft [a script for making phone calls](#) to families that may have forgotten to enroll their students for the current semester.

In Professional Editing, I learned that rules in language, like correct sentence structure and punctuation, can yield persuasive composition. I now understand document design and the effects the design has on readers. For example, using block paragraphs or short paragraphs allow the reader to absorb and understand your content. Using proper punctuation, such as hyphens, can emphasize a point. In contrast, a lack of punctuation can change the meaning and power of a sentence. If my hypothesis isn't grammatically correct or has errors in punctuation, it could change the meaning of my arguments, so my reader is either confused or loses interest. This course taught me how to compose well-reasoned arguments and back my assertions with credible evidence. Again, I learned to edit my work with the audience's linguistic, grammatical, and syntactic understanding in mind and to reflect critically on writing choices and the criteria used when making decisions.

As I re-enter the workforce, I will apply editing techniques and how to craft credible arguments to my writing – whether it be a persuasive email, proposal, or marketing collateral.

Feedback and Relationship-building

Professional writing benefits from peer review. In Journalism and Media Writing, I learned how to constructively give my peers thoughtful feedback on their writing. I grounded my feedback by assessing the assignment's instructions and evaluating if the writing aligned with the

purpose. I reviewed for repetition, clear language, and if the piece reached the intended audience. Supporting my peers by accentuating the positive elements of the writing and asking clarifying questions of parts that were not as strong helped build relationships. I also learned to value my peers' feedback in critically assessing my strengths and weaknesses in my writing.

The feedback process and relationship building I learned in Journalism and Media Writing prepared me for my internship. At 826Boston, I support the "Out-of-School Time" program by over-seeing individual tutoring sessions and providing feedback and support. I help students make decisions in their writing based on their intended audience. I share my learning experiences as a writer and an editor to aid the students. I act as an extra set of eyes and analyze how the tutors and students interact. Being able to provide constructive feedback and support to both students and tutors helped me be successful in my role.

Through my coursework and internship, I successfully achieved the learning outcomes to reflect critically on writing choices and the criteria used when making decisions and to build professional relationships.

As I continue to develop my writing skills in future professional environments, I will cultivate relationships with my colleagues and stakeholders and create a culture of positive feedback and peer review.

Focus and Audience

In Journalism and Media Writing, I learned how to write for targeted audiences and for publication by performing research and writing articles for Campus Currents. I learned how writing can be 80 percent revision work. To rework a draft multiple times so it resonates with readers and editors challenged my assumptions of what makes compelling writing – focus. I learned to edit my work with the audience's linguistic, grammatical, and syntactic understanding in mind. Managing the process of writing for official publication was a highlight of this course and encouraged me to build professional relationships and develop a writing portfolio. I learned to craft writing that responds to established and changing genres and communicate specialized information to non-specialists via the publications.

In Multimedia Authoring, I learned how to use Photoshop, GarageBand, and iMovie to enrich my storytelling and create modalities that can resonate with different audiences.

I will apply my learnings in the future as I hope to write for film, tv, or targeted communications. These positions require the skills to target and appeal to specific audiences.

In conclusion, I have achieved the learning outcomes for my coursework and will apply new skills to my future professional experiences.