

APSU Writing Center
Business versus Academic Writing

Business Writing

- **Purpose**
 - To inform, persuade, or instruct
 - To propose a solution, recommendation, or course of action
- **Goal**
 - Solve problems
 - Support decision-making
 - Move the audience toward action
- **Audience**
 - clients, customers, employers, colleagues, and stakeholders
- **Tone**
 - professional, direct, concise, positive, and solution-focused
- **Style**
 - Clear headings and bullet points
 - Short paragraphs
 - Active voice
 - Plain, accessible language
- **Key Characteristics**
 - Focuses on audience needs
 - Emphasizes clarity and efficiency
 - Calls the audience to action
 - Often includes recommendations or next steps
 - Functions as a practical plan for implementation
- **Examples**
 - emails, memos, meeting minutes, policy recommendations, applications, ads, and press releases

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Academic Writing

- **Purpose**
 - To present research, analysis, or scholarly argument
 - To explore and evaluate ideas
- **Goal**
 - Contribute to academic discussion
 - Demonstrate critical thinking
 - Support claims with evidence
- **Audience**
 - professors, researchers, scholars, and academic peers
- **Tone**
 - formal, objective, and analytical
- **Style**
 - Thesis-driven
 - Well-developed paragraphs
 - Formal vocabulary
 - Structured argumentation
- **Key Characteristics**
 - Uses evidence from credible sources
 - Includes citations and references (APA, MLA, Chicago, etc.)
 - Builds logical arguments
 - Engages with existing research
 - Focuses on analysis rather than action
- **Examples**
 - research papers, literature reviews, analytical essays, lab reports, and scholarly articles