

## A Professional Tone

- A professional tone gives writers' work authority because the style is both formal and efficient. Professional writers follow specific guidelines to communicate their ideas courteously and directly.

### 5 Steps to Writing Professionally



1. **Know the Audience:** writers need to learn the audience's age range, level of education, and beliefs in order to address them appropriately.



2. **Know the Guidelines:** professional documents often require specific formats, so writers need to be aware of the style.



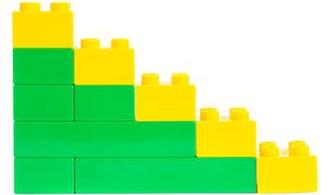
3. **Be Courteous:** writers need to avoid inappropriate or discriminatory language at all times.



4. **Be Confident:** writers should avoid writing hesitantly by overusing modifiers or arrogantly by using overly extreme language.



5. **Write Actively:** writers should write actively and clearly so that the audience does not become confused. *Please see the "Writing in the Active Voice" handout for more information.*



### A Professional Example

2. The writer followed guidelines of web writing by including pictures and the trailer link.



**"Star Wars VII: The Force Awakens Trailer Released"**

[October 20, 2015. Alec Magnum](#)

1. The writer chose a topic that directly relates to his audience: college students.

5. The writer used concrete subjects and active verbs throughout the post: "fans...tuned in..."

The third and final official trailer for *Star Wars: The Force Awakens* aired last night at half-time, during Monday Night Football on ESPN. With excitement intensely ramping up for the upcoming film, thousands of [fans around the world tuned in](#) to get their last glimpse at what is proving to be 2015's most highly-anticipated film. Tickets for the premiere of *The Force Awakens* went on sale yesterday too.

[Fandango](#), and other ticket-selling sites, crashed due to extreme levels of user traffic, as millions of eager fans rushed to secure their seats. Local theaters, seeing the immense influx of income, are saying that *The Force Awakens* might end up being the highest-grossing movie of all time. What do you think?