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COMM 413-201
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November 14, 2022
Writing for the Ear

Author Josh Bernoff says business and communication writing is worse than it's ever been. With around 14 years of experience, he shares his tips on how to write "Without Bullshit." In other, more appropriate words, how to make your writing clear and concise. Bernoff goes in depth about his iron imperative, which is treat the readers time as more valuable than your own. After years of experience, he has learned that business and communication writing can be a rewarding skill by connecting with readers through clear communication. He shares in his book that it takes a certain amount of discipline in writing to understand your audience in order to make it short. Today, we will hear more about how to build that discipline making you feel confident in your writing.