Final Reflective Journal

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 I have definitely learned more than I thought I would about writing through my English 201 course this semester. Writing has always been something that I enjoyed; therefore I expected that this class would be a breeze for me. However, once it began I realized that that wouldn’t be the case. One thing that I hadn’t taken into account was the fact that this was a learning community and would include “writing in the business discipline.” Even though I am marketing major, this was something that was new to me. I had never written a sales or an adjustment letter, a white paper or any kind of in depth analysis for a specific company. This was all new territory for me. Therefore, I believe the lesson I learned that will stick with me the most was not only that not all writing is the same, but also to never judge classes before you take them. I definitely put a lot of effort into this class, and I realized while putting together this End of Semester portfolio, that I’m really proud of all the time I put into my assignments.

 To expand upon the work that went into the sales letter, adjustment letter and white paper, I must say that they brought this learning community into full circle for me. They really connected the ideas behind writing with the concepts and terms that are associated with the business world. I realized how much thought actually goes into the statements that companies give to their consumers, after all literally every word said counts. Any little mistake in the message could cause complete chaos for a business. For example, with the adjustment letter, if a company didn’t respond to the customer in the correct manner, that could not only mean that that individual customer’s sales are forever lost, but it could also mean that sales from all of that individual’s friends and families would be lost too. That could be detrimental, especially if word spread even further. Therefore, it is important for me to understand these ways of communicating in the business world so that I hopefully will not make any serious mistakes when I am in the actual business world in the future.

 As for the digital story that we had to create for our chosen company, that was also a challenge for me. Although I believe that I am an imaginative person, I found that making my ideas into actual visual material was rather difficult. This could be because I was new to movie-making software and the process in general, but I had a lot of fun coming up with how I wanted to portray my company of Herbal Essences as a fashion icon (which is part of their overall marketing strategy). I found that this process was similar to my composition process in the beginning because I literally wrote out in words what I wanted the “movie” to look like and what I wanted it to say. However, after that it took much more work. Even though writing also requires organization, a smooth flow, the right word choice, a specific structure, etc. I found it more difficult to do that in the digital storytelling composition. However, overall it was definitely a learning experience where I gained skills that I could definitely use in the future, both before and after I graduate.

 Finally, I also learned that the revising stage of the writing process is something much more than fixing grammatical errors. It also includes structural revisions and sometimes may even require additional research. I think that this was one thing that I shied away from doing for my earlier assignments, which was rather senseless for me to do. However, I now know that this is extremely important to do and that just because a draft was written doesn’t mean that all the work is done. It’s really only just the beginning of the process. This is definitely a lesson that I will continue to remind myself of in the future, whether it be in other classes I take at Pace or while working in my career. I now feel a little more prepared going into the business field, especially since I will be working at an internship next semester where I will definitely need business writing skills. Therefore, I am grateful for having taken this class and for the lessons that I am able to take from it based on all the work that I had to put into it.