Tameka Bazile

Pace University-Pleasantville

December 13, 2013

ENG 201 – Prof. Bryant

Final Reflective Journal

 The various writing done in English 201 this semester was very difficult but broadened by writing skills immensely. I have always been a good researcher. My judgmental skill in choosing what was relevant and what wasn’t was always a strong suit of mine. Although my research skills weren’t tested too much this semester, my skills of drafting and revising my written work in regards to my research were tested greatly. For example, when writing and redrafting my sales and adjustment letters, I found it difficult to understand the topic (considering that marketing is a topic I had never encountered) and to revise the letters because I had never before been asked to try to write in order to sell and write in order to respond to a complaint. I have always been a fiction writer. When facing the revisions, however, especially when it came to my critical issues essay and reflective statements, I’ve learned how to omit what is unnecessary while focusing on the organization of the paper continuously. I have also learned how to include only the relevant information rather than use fillers (an issue I had with the critical issues essay). In the future, I will continue to use the process of drafting and revising (I hadn’t used them prior). They both aid in altering an essay enough to remove the unnecessary parts but also give you the opportunity to review the same paper with a fresh mind and can add and remove parts if necessary. I found this helpful throughout the semester because it can be difficult to write a good paper in one sitting, especially with distractions of the mind. Having the opportunity to review a paper more than once makes writing easier and more fulfilling to the writer. This was so with the journals, discussion boards, tweet leader presentations and group projects as well. The journals and discussion boards weren’t challenging, in my opinion, but were written better when I reviewed them more than once. Every time I approached one, I had a fresh mind with new information and therefore could include more in my analyses. The group projects and tweet leader presentation, however, developed my writing skills further in that they forced me to be able to write effectively in the form of different outlets. For example, using twitter in class was definitely challenging because I had to learn how to formulate a complete thought only using 140 characters. I failed sometimes because I used more than one tweet to complete a thought. Group projects, which I have always despised because I find that doing work myself is more fulfilling was difficult but effective on toning my writing skills as well because it forced me to learn how to combine different writing styles into one complete presentation and/or paper. Danielle and I had to learn to flow together and sometimes that meant changing our particular writing style to match that of another. Overall, I learned a lot about business and marketing communications in this learning community. I didn’t realize all the aspects that go into marketing or even the effects that good English writing skills can have on your success as a business major. Also, my vocabulary expansion after learning about the red and blue ocean strategies, brand equity and loyalty as well as over marketing structure is sure to aid in my development career-wise as well.