

*Exclusively available to tailor for in-company courses*

# Grammar Workshop

**'Probably the most useful training day I have ever had'**

*Delegate from Oxfam Publishing*

**'Excellent. Easy to understand despite quite complex subject matter in places.'**

*Delegate from Oxford University Press*

What IS 'good English' in 2010? As publishers and specialists we're committed to it, but how do we reconcile writing persuasive copy or reports in 'plain English' with the grammar we learned (or didn't) in school? When is it best practice to obey the 'rules', and when should we bend or even break them? Is it OK to split the infinitive (always assuming we can spot one) if the meaning is clearer, or will our audiences brand us philistines – or pedants if we avoid it?

This workshop tackles common pitfalls and contentious issues of grammar, punctuation and spelling head on. It's designed to identify good practice for anyone who has to write 'good English' in a commercial environment.

**Content typically includes:**

- Informal tutored sessions on grammar, punctuation and spelling
- Short exercises (and plenty of discussion) throughout
- Use of apostrophes, commas, semi colons and colons
- How 'correct' sentence structure relates to writing copy or reports
- Plurals and singulars; active and passive voices; tenses
- Hot topics! Starting sentences with conjunctions, the split infinitive, when to capitalise, how to punctuate bullet points, use of dashes and hyphens ...
- A round-up of spelling confusables, and how to distinguish between them
- The importance of your audience's views, and of house style.

**Course tutor**

**Rachel Maund** technically can claim a degree in the subject, but her approach is the pragmatic one of a copywriter committed to clarity of expression as well as 'correctness'.

**This course is not currently available on our 'open' Workshops programme, but the agenda above can be tailored to your precise needs. Other market research options available too.**

**Why not ask us about a bespoke version of this course today?**

CHECK AVAILABILITY NOW ON 020 8977 2741, OR  
EMAIL [rachel@marketability.info](mailto:rachel@marketability.info)  
[www.marketability.info/grammar.html](http://www.marketability.info/grammar.html)