

TRANSCRIPT LEVEL 1



Introduction: **CORRECTNESS.**

If you want to write correctly, you need to know the rules. When most people think of writing they tend to worry about getting it right, knowing when to use a comma, or as you saw in the video case study an apostrophe, correctly. In Level One of Wordsmith, we're covering the basics so that you can avoid embarrassing grammar mistakes and write with confidence.

Before we get started, we want to share a few disclaimers so that we're all on the same page. Number One: we're not going to tell you every detail about grammar because number one, we know you're incredibly busy in your work and personal life. And number two, we're going to assume that you probably already know some of the key basics. For example, you probably know how to use present and past tense verbs. You probably know the difference between singular and plural nouns. Number Two, we're not going to use the specialized language of grammarians to teach you. Sure, we can tell you about transitive and intransitive verbs, gerunds, and restrictive and non-restrictive clauses. We've studied this stuff for years, so we know all the fancy names. But what you need is not necessarily to memorize fancy names, but to have actionable relevant insights that you can apply to your work life today. So for that reason we're gonna scratch all the stuffy formal definitions and give you frank, clear grammar advice. The goal is not for you to memorize a bunch of terminology the way you did back in school, but rather for you to know when something is incorrect or when it can be written more clearly and how to fix it right then and there. Number Three: the grammar fundamentals we share with you in this level will come up in other parts of the course.

So once you've got them drilled down, we'll talk about how you can use them to improve your clarity, concision, ability to adapt your writing based upon the writing context and larger cultural constraints. In other words, everything you learn in Level one is going to be built upon in all of the remaining levels. So this is a really important one for you to pay attention to and make sure that you feel confident before moving on to the next level.

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So let's talk about what is covered in Level one, Write Correctly. Tip number one: think of grammar as architecture. Tip number two: use commas with confidence. I know that a lot of the concerns we have as professional writers have to do with comma placement. So we're going to cover that and make sure that you know when and how to use a comma appropriately. Number three: use semicolons and apostrophes correctly. Tip number four: keep it interesting by varying your sentence structure, and tip number five: build clear transitions. These are the top five priorities for writing correctly in business settings.

So if you're ready to get started, go ahead and move on to the video for Tip number one: Grammar as architecture.