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Dr. Campbell,

I am excited to begin working with you on the instructional videos for the *Revising Professional Writing in Science and Technology, Business, and the Social Sciences* textbook. I used this textbook in my undergraduate technical editing course, and it provided me with great skills I took into my technical writing career. I hope this connection helps me better relate to your audience.

This letter contains the strengths of the tutorials followed by several content and organization suggestions that could benefit your audience. Please keep in mind that this is the beginning of the editing process, and I will continue to provide in-depth analyses and recommendations as we continue.

Strengths

These tutorials break down complex concepts in a way that is easy to comprehend. The image used at the beginning and end of each tutorial illustrating professional writing provides a holistic view that helps the audience understand how each part fits together. This is important because it provides essential background information to professional writing and the topics you are discussing. In addition, you also refer your viewers to other tutorials for more information, which further enforces this “puzzle” mentality of everything fitting together.

Your primary target audience is established through the nature of the material, but also through the instructions to refer to an instructor for accessible copies of the examples used in the tutorials. In addition, you also include your secondary and tertiary audience by providing a way for them to access these examples. Your tone also creates a friendly and welcoming connection with your viewer. The phrase “my students call me Dr. Kim” gives the viewer insight into a personal aspect of your life, which helps establish this connection. Further, additional information is provided in the tutorials regarding real-world scenarios and the benefits and consequences of using/not using the topics being discussed.

Lastly, the “apply your knowledge” section of the tutorials helps the audience feel that they fully understand what they have just watched. It is a great way to involve your audience through this type of media. Viewers can attempt the exercise then get a walk-through to the correct answer, which helps them identify their errors. This, along with the detailed information regarding each

topic, makes the tutorials feel like well-rounded, enjoyable lectures with the added benefit of being accessible anywhere at any time.

Suggestions for Improvement

While there is excellent content and organization in these tutorials, there are some areas that could be improved upon to enhance your viewers' experience. First, the tutorials should be updated to reflect the new fourth edition of the textbook. This includes any updates needed to the content, topics, and images. I realize that the new edition may only contain changes to exercises or content that would not affect these tutorials. However, the intro still needs to be updated to mention the current edition of the textbook.

Each tutorial should also be reviewed for any disruptions or gaps in the video. The video cut out while the audio continued to play in some of the tutorials causing me to miss any visual information provided during these sections. This may be an issue with the embedded link or the original video itself, so I would recommend first watching the original recorded video to see if this problem occurs.

The narration over the videos provides excellent information that helps the viewer better understand these concepts. However, an auditory learning is not the best learning method for every viewer. The key points of the narration could be included in a bulleted list or other visual format. This appeals to multiple learning styles, helps viewers who are taking notes during these tutorials, and helps instructors learn the key points to focus on during their teaching. Adding more illustrations, such as those in the active vs. passive video, could also benefit your viewer by giving a visual of a potentially complex subject.

These tutorials include a significant amount of genre-specific terminology. For example, the tutorial on purpose includes terms, such as transactional and static. While these are defined well via the narration, these definitions felt a bit overwhelming due to the amount of information being presented at once. Separating and defining the key terms before diving into how they apply to the concept will help your reader better understand them. For example, in the purpose tutorial, these terms could be listed with key points from the definition prior to showing the graph and discussing how these terms relate to the purpose of the message. This also breaks up the delivery of the information which will make it easier for your viewer to process.

The bottom line, or goal, of the video also needs to be distinguished more. There were some tutorials where the goal seemed to get lost in the explanation of professional writing and how the specific topic fit in. The punctuation tutorial provided the viewer with this goal at the beginning of the video along with a summary that restates this goal at the end of the video. This can be used as a guideline to structure the goals for the rest of the videos.

Lastly, there was some background noise present in the tutorials. The audio should be re-recorded to eliminate any background noise. This will help increase the clarity of your narration and the overall quality of the tutorials.

I hope that these suggestions are useful. Please feel free to contact me with any questions or concerns. I'm excited to continue working on this project with you.

Best,

Victoria Shew