



# Academic vs Professional Writing

## Key Differences You Must Master

Advanced writers must adjust tone, structure, and purpose depending on whether they are writing academically or professionally. Use this checklist to choose the right approach.

### Purpose

- ■ Is the goal to analyse and explain ideas, or to inform and persuade a reader?
- ■ Does the writing meet the expectations of the intended audience?

### Tone & Style

- ■ Is the tone objective and cautious (academic) or direct and practical (professional)?
- ■ Have I avoided unnecessary complexity when clarity is required?

### Structure

- ■ Is the structure extended and formal, or concise and results-focused?
- ■ Are headings and formatting used appropriately for the context?

### Language Choice

- ■ Have I selected precise vocabulary suitable for the context?
- ■ Have I avoided informal or conversational language where it is inappropriate?