

新聞英語可能是提昇商用英文寫作能力的妙方

許正義

國立高雄第一科技大學 應用英語系

摘 要

商用英文寫作幾乎是每一位台灣大專院校英文系學生的必修課程，身為商用英文寫作課程的老師，我時常發現，即使在畢業前夕，學生們仍然不能寫出通順流暢、並具有說服力的商用英文文章。雖然英文系學生在大學四年內，已經修習相當多的英文寫作課程，但是，當接觸到職場要求的商用英文寫作文體時，這些學生似乎無法有效地把一般英文寫作所學得之技巧，成功的轉換到商用英文寫作當中；一般英文寫作與商用英文寫作課程之間，彷彿存在著一條鴻溝。在本文中，我提議，新聞英文課程也許正是縮短這兩種寫作課程距離、提昇商用英文寫作能力的妙方。

為何新聞英文課程可以幫助學生寫出最佳的商用英文作品，可以從四個方向來了解：(1)商用英文與新聞英文寫作的體裁原本屬於同一類型；(2)商用英文與新聞英文寫作的文體風格非常相近；(3)商用英文與新聞英文寫作中所強調的演繹式文章架構是相同的；(4)商用英文與新聞英文寫作同樣為具有真實目的、客觀式、讀者導向的寫作。綜合以上原因，台灣大專院校的英文系課程設計上，可以把新聞英文規劃為必修課程，並且安排於一般英文寫作之後、商用英文寫作之前，讓學生更能將一般英文寫作所學，更有效的運用在商用英文寫作中。

關鍵詞：新聞英語、商用英文寫作、大一英文寫作、課程設計

Implementing Journalistic Writing: A Cure for Efficient Business Writing

Jeng-yih Hsu

Department of English

National Kaohsiung First University of Science and Technology

Abstract

In my experience with Taiwanese college students, I often found English majors struggle in their writing of business correspondences and documents even upon leaving the four-year undergraduate program. Although these students have all taken freshmen writing as well as a series of general writing courses, smooth transition did not take place while entering the world of business writing. Obviously, there has been a gap between general college composition and business writing. In this paper, I am proposing the idea of implementing journalistic English writing as the best method to narrow down the gap, bringing college composition and business writing a bit closer.

Journalistic English writing can help students produce efficient business writing in that (1) business writing techniques are grounded in the genre of journalism; (2) business and journalistic writings share similar styles; (3) business and journalistic writings are both deductively organized; and (4) business and journalistic writings are both outward-directed, objectively toned writings with realistic purposes. In order to promote a better and smoother transition from college composition to business writing, I am calling for the implementation of journalistic English as the bridge course in an innovative curriculum for four-year English program in colleges and universities of Taiwan.

Key words: journalistic writing, business writing, college composition, curriculum design.