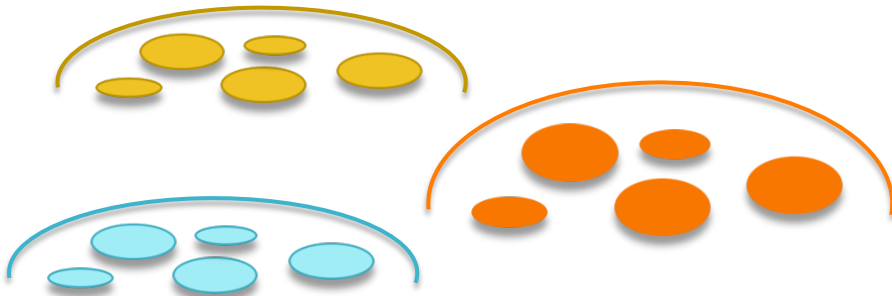


Headings & Subheadings

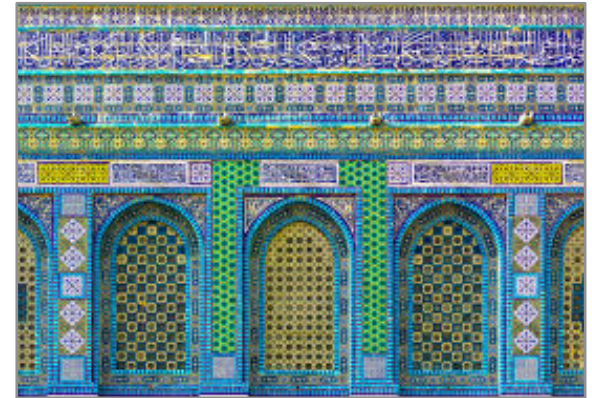
Bowker, COMM 390

Key Concepts - Headings & Subheadings

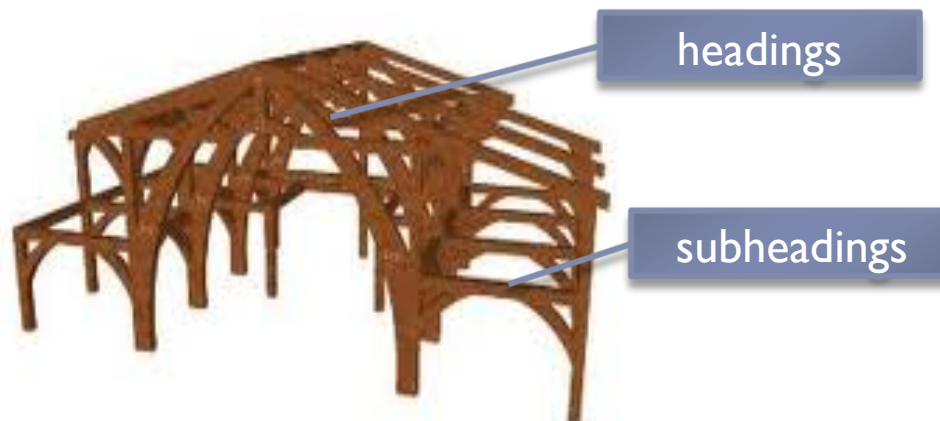
1. Group Information



3. Fill in the Detail

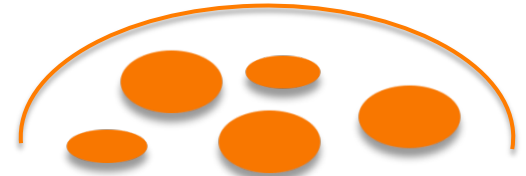
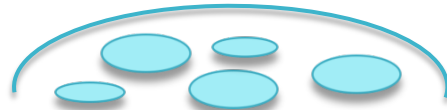
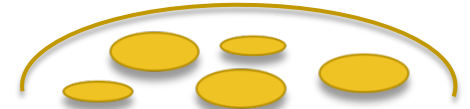
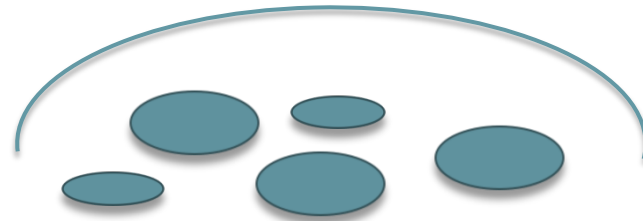
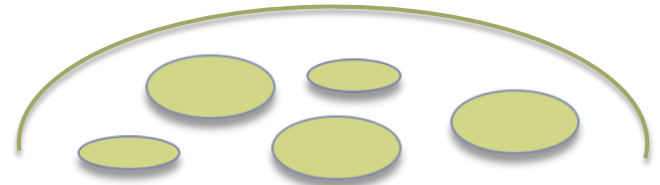


2. Build the Structure



Group Information

- ▶ In to Headings & Subheadings
- ▶ For example:
 - ▶ Background
 - ▶ Project Analysis
 - ▶ Strategic Direction
 - ▶ Recommendation



Headings Are Your Framework

- ▶ They provide the structure which you will use to fill in the details and make your work complete.



Headings Keep You Organized

- ▶ Can help you stay organized as you write
 - ▶ Which makes it easier for you to build your argument logically
 - ▶ And your reader to follow you through to the end
- ▶ Structure the content and guide the reader
- ▶ Break information into manageable chunks
- ▶ Are ordered logically
- ▶ Help the reader see how you have built your argument
 - ▶ E.g. comparison, phases

Heading

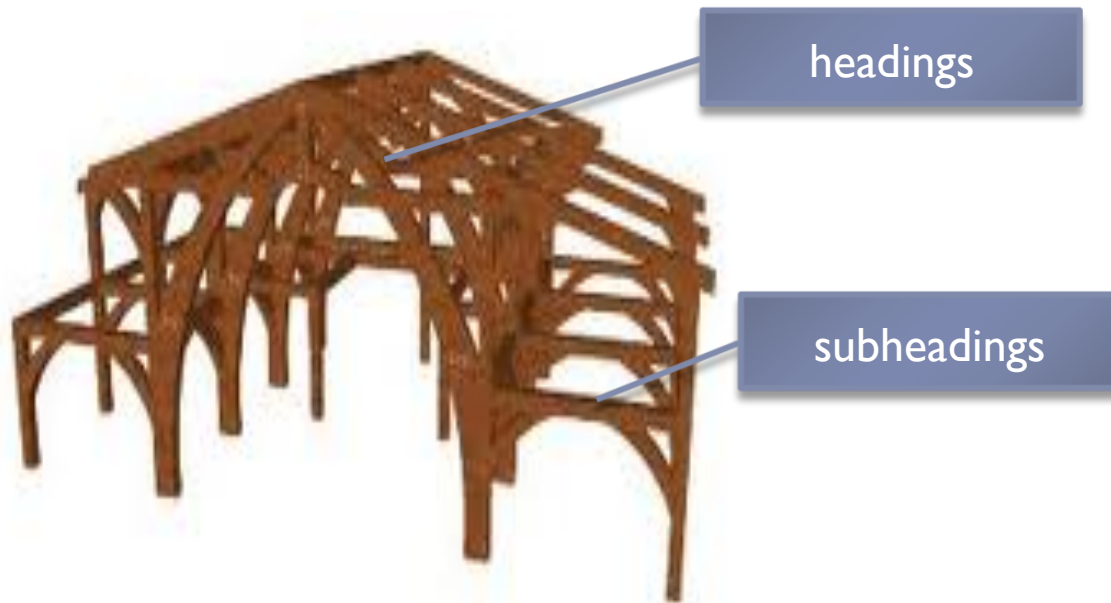
Subheadings 1

Subheadings 2



Subheadings Add Detail

- ▶ Subheadings further refine the big ideas you identify in your headings.
- ▶ It's almost as if you break your headings into smaller pieces.



Subheadings Add Definition

- ▶ For example, subheadings are indented in grey:
- ▶ **Background**
 - ▶ Project Problem
 - ▶ Industry Overview
 - ▶ Competitor Analysis
- ▶ **Project Analysis**
 - ▶ Strengths
 - ▶ Weaknesses
 - ▶ Competitive Advantage
- ▶ **Strategic Direction**
 - ▶ Marketing
 - ▶ Operations
 - ▶ HR
- ▶ **Recommendation**
 - ▶ Financial Projections
 - ▶ Growth
 - ▶ Differentiation



Text

- ▶ Text fills in the detail, and
- ▶ Makes your work meaningful and complete.



Formatting Headings

- ▶ Are obvious and easy to see.
- ▶ Are always parallel to each other.
 - ▶ Noun, verb & adjectives are in the same order each time.
 - ▶ Similar length.
- ▶ Are often in larger font than subheadings
 - ▶ They descend in order of importance
- ▶ Capitalize the important words
 - ▶ But not smaller words such as “the” or “and”



And in Case You Forget

- ▶ Capitalize the important words
 - ▶ But not smaller words such as “the” or “and”

Learn the



of Capitalization

www.English-Grammar-Revolution.com



Choose Basic or Detailed

- ▶ **Target Market**
- ▶ **Pricing Strategy**
- ▶ **Sales Channels**

OR

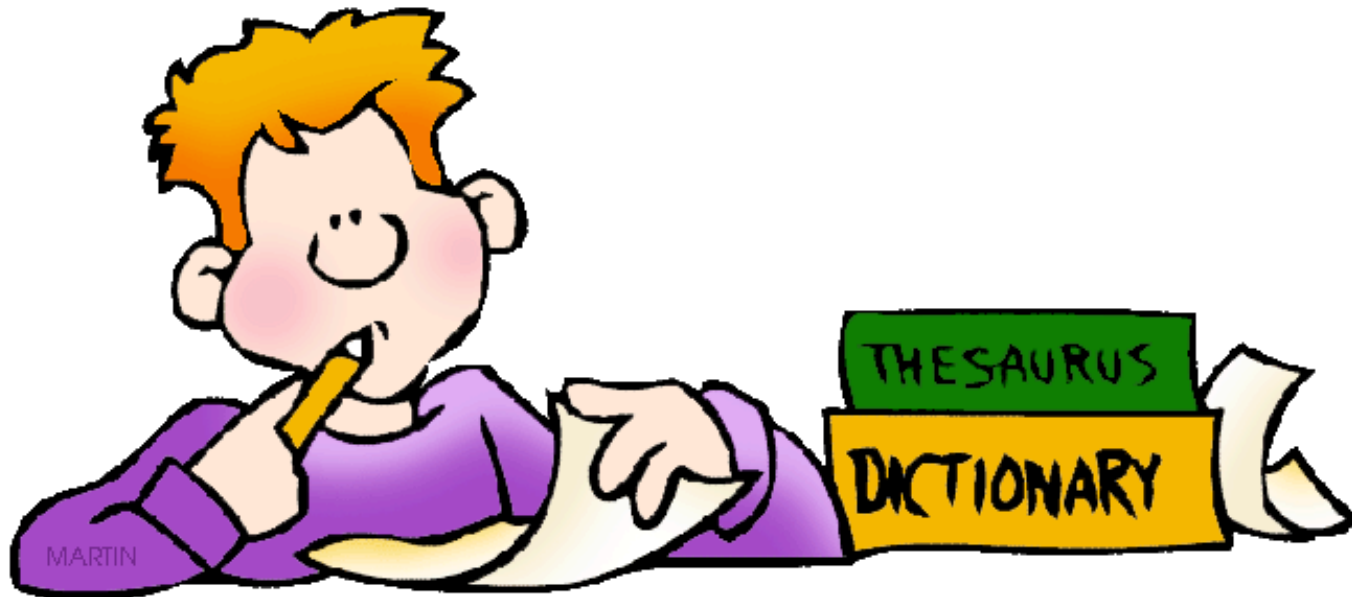
- ▶ **Identifying Your Target Market**
- ▶ **Building a Tiered Pricing Structure**
- ▶ **Using Multiple Sales Channels**

Make sure you choose one or the other, don't mix



Be Descriptive

- ▶ The purpose is to guide your reader and help them know what to expect
 - ▶ “Point #1” doesn’t tell them anything of value
 - ▶ “Improved Competitive Advantage” or “New Financing Models” are useful



Practice Question – to be done in class

Prepare the headings and subheadings for an assignment you might be given at work. You're not likely to receive much more direction than is provided below, you can make up the necessary details. Choose one of the following and complete it in class:

1. Research and compare software programs for a business application of your choosing (E.g. efficiency, accounting, design) OR
2. For a bus or shipping company, figure out why scheduling in Manitoba is consistently problematic and offer a solution. OR
3. Identify additional staffing needs if we add another location.

End

