

Critical Writing: From Conventional to Cogent

Academic writing requires criticality. It is not enough to just describe or summarize evidence but also there is a need to analyze and evaluate information and use it to build a strong argument. This is where writers show their own thoughts based on the evidence available, so critical writing is pivotal for making an impact. Hence, critical writing is instrumental for effective communication.

In this session, the presenter will look at critical writing, its importance, how it differs from other writings, importance of Bloom's Taxonomy in critical writing and how writers can evaluate their own work critically. This session will help you as a writer and enable you to help your learners in developing their critical writing skills.



***Lubna Ali** holds ESOL Certificate from Trinity College London, MPhil from Institute of Business Management (IoBM) and a Master's degree in English Linguistics and Literature from National University of Modern Languages. She is currently working as a Senior Lecturer in Communication and Languages Department at IoBM and has over seventeen years of teaching and training experience not only in Pakistan's reputable universities but also abroad, including Dubai and London. Her research interest lies in teaching English as second language, second language acquisition and business communication.*

Day: Saturday

Date: February 24, 2024

Time: 12:00 to 01:00pm

Fasih Raza

Associate Chair, Professional Development
Council (2022-24)
raza.fasih2@gmail.com

Join Zoom Meeting

[https://us02web.zoom.us/j/88911172635?
pwd=eVErc3NQZzZ3Tm4vREgyZit3bUwrZz09](https://us02web.zoom.us/j/88911172635?pwd=eVErc3NQZzZ3Tm4vREgyZit3bUwrZz09)

Meeting ID: 889 1117 2635

Passcode: ACD-472