IIT ROORKEE

NPTEL ONLINE CERTIFICATION COURSE

EFFECTIVE WRITING

Lecture 1: Introduction to Effective Writing

BINOD MISHRA

DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES



Repository of Written Information

- ❑ Books
- ✓ serve as storehouse of knowledge
- ✓ dispel the darkness and lessen our boredom
- ✓ create in us the desire to imitate established writers
- ✓ enable us to identify with characters



“Some books are to be tasted, others to be swallowed, and some few to be chewed and digested; that is, some books are to be read only in parts; others to be read, but not curiously; and some few to be read wholly, and with diligence and attention. ” (Francis Bacon)

The Present Scenario

- Proliferation of resources
- Aversion towards writing
- Willing to wound but afraid to strike
- Fondness for instant praise and acceptability

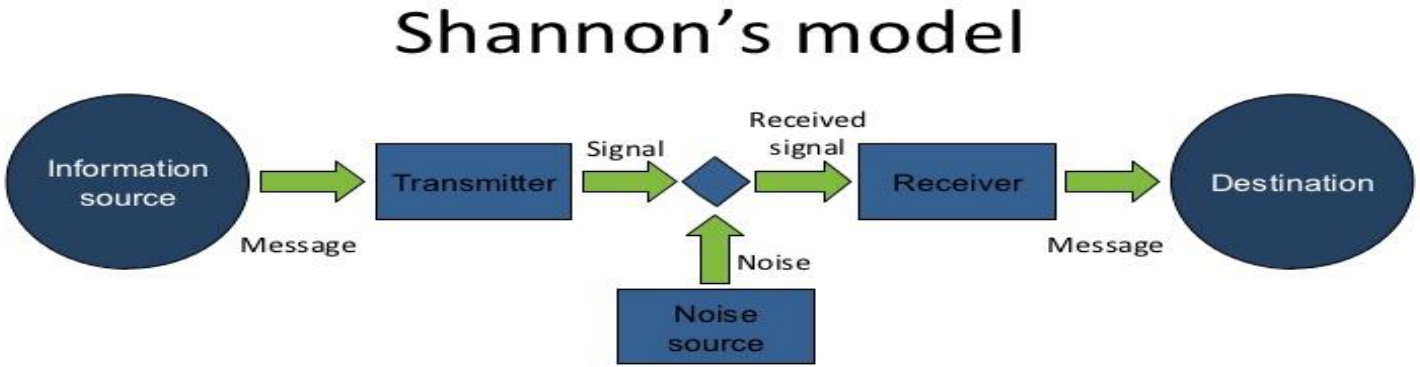








Communication Process



- Information
  - Not the same as meaning
  - Function of the number of message choices
  - Entropy is the amount of uncertainty in a message
- Channel
  - Medium over which the message is sent
  - Maximum capacity
- Noise
  - Unwanted distortion

Key Differences between Oral and Written Communication

- Oral Communication is a form of communication in which the sender transmits information to the receiver through verbally speaking the message.
- The communication mode, which uses written or printed text for exchanging the information is known as Written Communication.
- Both the sender and the receiver should be literate in written communication whereas there is no such condition in case of oral communication.
- Proper records are available in Written Communication, which is just opposite in the case of Oral Communication.

Contd.

- Oral Communication is faster than Written Communication.
- The words once uttered cannot be reversed in the case of Oral Communication.
- Editing of the original message is possible in Written Communication.
- Chances of misinterpretation of the message is possible in Oral Communication but not in Written Communication.
- In oral communication, instant feedback is received from the recipient which is not possible in Written Communication.

Aims of Writing

- To describe
- To explain
- To instruct
- To specify
- To evaluate
- To persuade
- To concede and apologize
- To protest
- To reject

Thank You