IIT ROORKEE

NPTEL ONLINE CERTIFICATION COURSE

EFFECTIVE WRITING

Lecture 2: Effective Writing as an Art

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Writing as An Art

- Success in writing can be reflected through effectiveness. As all of us require jobs, we have to enhance and sharpen our writing abilities.

- Writing is an art which requires years to sharpen.

  "Reading maketh a full Man; Conference a readyman; and writing an exact man". (Francis Bacon)

- Charles Dickens had become delighted to see his manuscript in print. He expresses:

  "I walked down the Westminster street hall and turned into it for half an hour because my eyes were so dimmed with joy and pride that they could not bear the street."

Importance of Writing

- Effective writing develops skills in planning, reading, summarising, critical thinking, and abstract reasoning.
- Effective writing is integral to learning and understanding of new subject matter. Every discipline has its own specifications and limitations.
- Effective Writing is used to demonstrate the outcomes of learning through, for example, essays, reports and examination questions.
- Those who write well are good for business.
- It utilizes one's intelligence, education, and critical-thinking skills.

Writing at Workplaces

- ✓ Writing for various occasions.
- ✓ Effective writing makes or mars one's career.
- ✓ Should cater to the requirements of organization and audience.
- ✓ Clarity, conciseness and cordiality –the hallmarks.
- ✓ Specific and less time consuming.

Advantages of Effective Writing

- Develops skills for teaching effective writing through controlled and guided activities.
- Enhances one's ability to communicate effectively for a variety of situations.
- Promotes creative writing skills amongst us.
- Exposes everyone to draft need- based documents scientifically.
- Trains us to make suitable use of language to derive desired results.
- Helps everyone in developing a good memory.

Technicalities of Effective Writing

- Effective writing reflects logical thinking.
- It is less verbose.
- It is audience- centred.
- It ensures clarity and consistency.
- It allows smooth flow of reading.

Use of Language

- Language plays a vital role in conveying an information effectively. Unscrupulous use of language can mar the effectiveness in written form of communication.
    - If the words are not used in a proper order the meaning often gets obscured. We can take an example from Turk and Kirkman:

      'for sale, typewriter, by secretary with wide carriage.'

    - Mr. Gupta, to buy, stamps, on his way back from school, stopped.

Using Language Effectively

- Directness
- Easy to understand
- Choice of words
- Use words as per your needs
- Usage of adequate words to achieve your purpose

Guarding Yourself against Roadblocks

- Difficult and pompous words
- Roundabout Expressions
- Lengthy and convoluted constructions
- Unnecessary use of adjectives

Ways to Develop Effective Writing Skills?

- Read
- Research
- Do not take a stand in the beginning
- Express
- Keep the reader in your mind
- State your experience
- Practice

Secret of Effective Writing

"And by the way, everything in life is writable about if you have the outgoing guts to do it, and the imagination to improvise. The worst enemy to creativity is self-doubt."

— Sylvia Plath

Summing up

- ✓ Do a bit of writing everyday
- ✓ Well begun is half done
- ✓ Effectiveness in writing doesn't come in a day.

❑ J.S. Mill's proposition:

If you cultivate a piece of land more and more and better and better, there comes a time when it isn't worth while to cultivate it better still.

Thank You