IIT ROORKEE

NPTEL ONLINE CERTIFICATION COURSE

EFFECTIVE WRITING

Lecture 4: Types and Stages of Effective Writing

BINOD MISHRA

DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES



Types, Stages and Essentials of Writing

- Business Writing
- Academic Writing
- Creative Writing

Essentials of Effective Writing



Stages of Writing

- Pre-writing
- Writing
- Re-writing

Structure or Arrangement

- Improper arrangement breaks the reader's enthusiasm.
- Following a proper order brings life to a document.
- Order denotes importance of information.

- Of the many questions that I have been asked by interviewers over the last ten years or so, two have occurred more frequently than any others. The first is: ' How and why I came into films?' This has generally been asked in the knowledge that I had started my career in advertising, as a graphic designer. To the questioner, the transition probably seemed too abrupt, too arbitrary. How does one design soap wrappings one day and shape the contours of a celluloid saga the next day?

(Satyajit Ray, Film Making)

Catering to Readers

- ✓ Cultivate a you- attitude
- ✓ Avoid gender, culture or any other bias
- ✓ Put yourself in other person's shoes

" To be good, it ought to have a tendency to benefit the reader". (Ben Franklin)

Brevity

Brevity is the soul of wit.

Sesquipedalian sentences and paragraphs most often act as impediments to the writer's intended meaning.

Revd: Long sentences and paragraphs hamper the writer's intended meaning.

The present course on writing is designed to address the issues of functional writing for those aspiring young professionals who plan to earn their livelihood in corporate sector.

Revd: The present course on writing is designed for corporate professionals.

We have received your order and we are sending the consignment you requested.

Revd: As per order, we are sending you the consignment.

There are many words that are useless that can be eliminated through revision that is carefully done.

Revd: Revise carefully to delete the use of unnecessary words.

This is just to let you know that applications will be accepted at a later date for employees who are at the entry level.

Revd: Applications for entry level employees will be accepted at a later date.

Clarity

- ✓ Lack of clarity about the aims of writing defeats the purpose of writing
- ✓ Unnecessary use of indirect language just to impress others may obscure the meaning.
- ✓ As writers, you must intend to express and not to impress.

The apathy of the masses towards forest conservation has initiated a spree of discussions.

Revd: People's indifference towards forest conservation has given rise to many discussions.

KISS Formula

- If doubt is entertained regarding an optimal solution to the problem of acquiring new equipment, may I suggest that we refer the problem to a newly appointed team.

Revd.: To get the best solution for acquiring new equipment, we can consult a newly appointed team.

- It is our suggestion that you do not attempt to move forward until you seek and obtain approval of the plan from the team leader prior to beginning the project.

Revd.: We suggest that you should seek prior approval of the plan before undertaking the project.

- It has been estimated by the policy makers that the new reservation policy for economically weaker section will result in the benefit of people with less income groups too.

Revd.: The new reservation policy will benefit people with less income groups.

- It has been determined by the staff that our process of cheque verification for customers must be simplified.

Revd.: We have decided to simplify the process of cheque verification for customers .

Unity, Coherence and Order

- ✓ Use one tense, mood and voice. The beginning, body and bottom line requires proper connection.
- ✓ Maintain proper coherence by ensuring one controlling idea both in sentence and paragraph.
- ✓ Select a proper order to ensure coherence.

India's rich natural landscape has long been the refuge of birds from all over the world. And there is no better way to enjoy the vibrant bird culture of India than by undertaking bird watching tours in India. Such tours will allow you to enjoy the magnificent natural landscapes where these birds make their dwelling as well as the sights and sounds of the birds themselves. Bird watching tours are also a great idea for novice birdwatchers since you are accompanied by an experienced guide on these tours.

(Courtesy: https://www.thrillophilia.com/bird-watching-tours-in-india)

Logical Ordering

- Chronological
- Spatial
- General to particular or vice versa
- Comparison-contrast
- Cause and effect

- July and August this year , the main monsoon months, were the wettest India has seen in 25 years.

Countrywide rainfall in the two months has been 10 percent above normal, the highest since 1994, met records reveal.

Language/ Tone

- You should not dilly-dally the list of newly recruited Assistants from publishing on the organization's website.

Revd: Please publish the list of newly recruited Assistants on the organization's website.

- As a clerk in the accounts office, he never deferred any important letter having financial urgencies.

Revd: He, as a supporting member, in the accounts section timely dispatched all letters urgently.

Work hard to avoid the use of gender biased language.

Contd.

- You have not paid the 10 percent advance as the registration charges for iPhone 11.

Revd. : Please pay 10 percent advance as the registration charges for iPhone 11.

- If I write you a prescription, will you follow it?

Revd. : Please follow my prescription to get well soon.

- As manager of your department, you will have to get your employees to use the correct forms.

Revd.: Please guide your employees to use the right forms.

Correctness

Follow standard grammatical rules

- ✓ Use of Capitalization
- ✓ Double Negatives

  -- He couldn't hardly foresee the result of
- ✓ Verb use
- ✓ SVA, Number agreement,
- ✓ Sentence structure
- ✓ Use of Voice
- ❖ Passengers at the emigration counter were asked to show their valid passports.

  Revd. The officer asked the passengers to show their passports.

Thank You