

Course Code: HSC102B

**Course Title: Business Communication and
Presentation Skills**

Course Leader:

Roopa Patil

Roopa.tsld@msruas.ac.in

Moderator:

FARHAT BEGUM

Farhatbegum.tsld@msruas.ac.in

Lecture 11

Paragraph Development

At the end of the **Lecture** students will be able to:

- Comprehend the importance of effective paragraph development
- Construct well structured, cohesive paragraphs
- Demonstrate appropriate writing skills

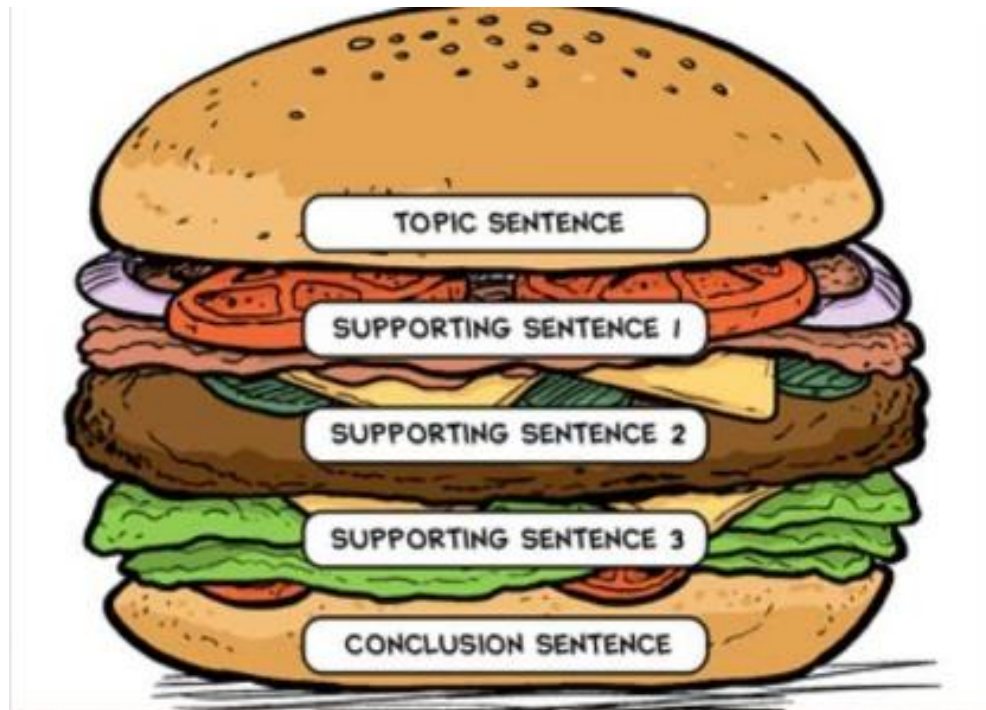
Paragraph: Definition

- A group of sentences or a single sentence that expresses a single idea, supported by evidence in the form of examples, thus forming a unit
- A group of related sentences communicating a single idea



Paragraph Writing

Paragraph writing is a piece of writing in which one idea or thought is developed. A paragraph may be short or long depending on the idea. Sometimes, examples and other details may be given to develop the idea.



Paragraph Writing Principles

Topic Sentence

- Key / Theme sentence
- Tells the reader what to expect from the other sentences
- Expresses the main idea of a paragraph
- All other sentences must elaborate / illustrate this sentence
- Can appear in the beginning, middle or end



Paragraph Writing Principles (Contd.)

Coherence

- Coherence means holding together to form a whole
- Links the meanings and sequences of ideas to one another
- Coherence is the password of good writing
- Certain language devices help in maintaining coherence in writing

Paragraph Writing Principles (Contd.)

Coherence devices are:

- Pronoun- Maintains continuity of thought
- Repetitions- Repetitions of key words emphasize the author's point of view
- Transitional tags-Occur at the beginning of a sentence to show the relationship between the new sentence and the preceding sentence. Some of the connectives are--and, but, or, therefore, next, further, besides, similarly, on the other hand, secondly, etc.

Paragraph Writing Principles (Contd.)

Unity

- Extent to which all ideas in a paragraph hang together so that reader can understand easily
- Paragraph should deal with only one topic
- It should be a unified whole and not disjointed / unrelated sentences

Paragraph Writing Principles (Contd.)

Length

- Paragraphs should be short
- Length depends on contents and the type of document in which the paragraph appears
- Long documents: about eight lines
- Letters, emails : shorter paragraphs (e.g. one line paragraph at the end of a business letter)

Paragraph Writing Principles (Contd.)

Development

- Ideas should describe, explain, support the topic sentence
- Three to five sentences all clarifying and supporting the main idea of the paragraph
- Use examples, statistics, definition, analogy– to develop the main idea
- Provide transition from one paragraph to the other

Paragraph : Patterns

- Inductive : specific to general
- Deductive : general to specific
- Spatial : emphasizes visual description
- Linear : sequential fashion
- Chronological : order of appearance in time

Paragraph : Types

- Analysis
- Description
- Definition
- Comparison
- Contrast
- Comparison-contrast
- Explanation
- Illustration
- Classification
- Problem and solution
- Argument

Mind Tree



Summary

- Appropriate use of words and ideas lead to effective communication
- Linking and relating paragraphs help in coherent flow of thoughts and ideas
- A paragraph should deal with only one topic
- Concentrate on the core idea of the topic

References

- Hory Sankar Mukerjee,(2013),Business Communication, Oxford University Press, New Delhi
- <https://www.time4writing.com/writing-resources/paragraph-writing-secrets/>
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