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Communication- Importance, functions of communication, types of communication, Definition of Communication, Process of Communication Shanon Weaver model, Features- 7Cs of writing and ABCs; 7Cs of Writing Clear, Concise Correct, Consideration, Courteous Concrete, Complete; Gateway to Effective Communication, Types: Formal, Informal (Grapevine), interpersonal skills, Flow of Communication: Vertical, Diagonal, Horizontal
Barriers of communication: Physical, Language and Semantic, Socio-Psychological, Organizational, dimensions of communication upward downward; Small talk and Rapport Building for positive behavior, social skills advantages, Do's and Don'ts
Technical writing: difference between general and technical writing, Dissertation/Thesis/scientific Article/Technical Paper, essay Writing, Précis writing- do's and Don'ts- Read and understand the prompt, plan, use and cite sources, write a draft, make strong argument, respond to prompt, proofread
Paragraph writing- Types and Constituents, methods Inductive Deductive; Exposition; Linear; Interrupted; Spatial, Chronological, post-writing; Diction, Syntax, Tangibles, Connectors for Argumentative and Expository Writing
Reading strategies- Five Pillars of Reading- phonics, phonemic awareness, fluency, vocabulary and comprehension strategies. Using Prior Knowledge/Previewing, Predicting, Identifying the Main Idea and Summarization, Questioning, Making Inferences,
Visualizing, narrative strategy- Story Maps, Retelling, predication, answering comprehension questions, techniques skimming, scanning, SQR3 method, churning and assimilation

What is Communication?

"Communication is a symbolic, interpretive, transactional, contextual process in which people generate shared meanings through the creation, exchange, and interpretation of messages." Communication is the process of transmitting information, ideas, thoughts, or feelings from one person or group to another through various methods and channels. Effective communication is crucial for human interaction and is a fundamental aspect of our daily lives. It plays a vital role in personal relationships, professional settings, and societal interactions.

Importance of Communication

Communication embodies and conveys thought. It is an important means that we rely on to convey our thoughts and feelings.

1. **Initiation:** Communication begins when a source initiates a statement. A statement is initiated in order to transmit some thought, need, idea or information. The receiver attends to the statement transmitted by the source, interprets the statement and decides how to respond.
2. **Feedback:** The response of the receiver that is sent back to the source forms the feedback. The source modifies further statements based on the feedback. Feedback helps the source to know if the message was received correctly or not.

3. **Channel:** Channel connects the source (e.g. a speaker) and the receiver (e.g. listener). A speaker and a listener are connected to each other by sound waves and (or) the light waves. That is, language carried by sound waves; and facial expressions and body gestures carried by light waves.

4. **Situation:** Situation is the place or setting in which a communicative event occurs.

5. **Purpose:** Purpose consists of the intention of the source, or speaker. It is the communicative aim of the speaker.

6. **Attitudes:** The speaker and the listener, carry with them certain ideologies, world-views, beliefs, likes, dislikes and aptitudes. They are also under the influence of varying emotional and mental states. These factors aspect the attitudes of the speaker and the listener at the time of communication.

7. **Knowledge:** The speaker has to possess adequate knowledge of the message that is to be transmitted. Knowledge that is based on observation, study and personal experience helps the speaker to communicate effectively.

8. **Expression:** Expression consists of the ability to transmit or communicate. Fluency, clarity and intelligibility of expression pave the way to effective communication. The flow of information, as embodied in the message that is transmitted, is smooth when expression is clear. This helps the speaker and the listener to avoid communication gaps and also arrive at consensus and decisions. Improper or faulty expression leads to breakdown of communication.

9. **Language:** Language is one of the most important elements of the communication process. The effective use of language consists in selecting appropriate words and patterns of sentences while communicating. These linguistic patterns, suitably supported by facial and body gestures, enable effective communication.

10. **Intellectualism:** Communication is sustained and it becomes active only in an intellectual ambience. That is, the speaker and the listener have to express and understand views calmly, rationally, respectively, precisely and efficiently. When intellectualism is absent, thoughts and ideas are likely to be ineffectual.

Functions of Communication

1. The Basis of Co-ordination
The manager explains to the employees the organizational goals, modes of their achievement and also the interpersonal relationships amongst them. This provides coordination between various employees and also departments. Thus, communications act as a basis for coordination in the organization

2. Fluent Working
A manager coordinates the human and physical elements of an organization to run it smoothly and efficiently. This coordination is not possible without proper communication.

3. The Basis of Decision Making
Proper communication provides information to the manager that is useful for decision making. No decisions could be taken in the absence of information. Thus, communication is the basis for taking the right decisions.

4. Increases Managerial Efficiency
The manager conveys the targets and issues instructions and allocates jobs to the subordinates. All of these aspects involve communication. Thus, communication is essential for the quick and effective performance of the managers and the entire organization.

5. Increases Cooperation and Organizational Peace

The two-way communication process promotes co-operation and mutual understanding amongst the workers and also between them and the management. This leads to less friction and thus leads to industrial peace in the factory and efficient operations.

6. Boosts Morale of the Employees

Good communication helps the workers to adjust to the physical and social aspect of work. It also improves good human relations in the industry. An efficient system of communication enables the management to motivate, influence and satisfy the subordinates which in turn boosts their morale and keeps them motivated.

Functions of communication

The most basic functions of communication in an organization are to inform, control, motivate and emotional expression.

Information An organization needs a vast amount of information to function and operate a business. The top management would require timely and accurate information for the various departments to make effective decisions. Information is dispersed throughout an organization through written or verbal communication. A human resources representative or business owner may send out a memo explaining a change in the company's health plan. A business meeting may be used as a way to communicate a new office procedure. A webinar allows a company to conduct a meeting over the Internet with employees or customers who cannot attend in person. The idea of informing within an organization is to provide data and information so that employees can effectively complete their job. Information ensures that an employee is aware of the rules and procedures of an organization. It also eliminates job uncertainty for workers when they are fully informed.

Control

The management of any organization will always have plans with long, medium or long-term objectives for the months and years ahead. The daily & monthly activities must proceed as planned in order to achieve the objectives for the period. Communication acts to control member behavior in several ways. Organizations have authority hierarchies and formal guidelines that employees are required to follow. When employees, for instance for instances are required to first communicate any job-related grievance to their immediate boss, to follow their job description, or to comply with company policies, communication is performing a control function. But informal communication also controls behavior. When work groups tease or harass a member who produces too much (and makes the rest of the group look bad) they are informally communicating with, and controlling the member's behavior. A company uses communication as a way to maintain control over employees and their work environment. Written human resources policies and procedures dictate how employees are permitted to act in the workplace. Job descriptions outline the parameters of an employee's job functions. Performance reviews control whether an employee receives a raise or attains a promotion.

Motivation

Managers use communication to motivate workers to achieve peak performance. By clarifying the expectations of employees and providing incentives for meeting or exceeding expectations, communication can help companies reach specific objectives. For example, by communicating to salespeople that they'll receive a 10 percent bonus if they reach their annual sales goal, it helps the company reach its overall sales goals. Communication fosters motivation by clarifying to employees what is to be done, how well they are doing and what can be done to improve performance if it's subpar. We saw his operating in our review of goal-setting and reinforcement theories. The formation of specific

goals, feedback on progress toward the goals, and reinforcement of desired behavior all stimulate motivation and require communication.

Emotional Expression and Interdependence

Emotional appeal is when emotions or arguments are used to persuade others instead of facts or logic. Organizations can use emotional appeals when delivering bad news. Last year, the CEO spoke to the entire company at an emergency meeting. He explained how devastated he was over the need to have a corporate downsizing. He used emotion to explain that it was better for the overall security of the company to eliminate some positions. For many employees, their work group is a primary source for social interaction. The communication that takes place within the group is a fundamental mechanism by which members show their frustration and feelings of satisfaction. Communication therefore provides release for the emotional expression of feelings and for fulfillment of social needs.

Shannon-Weaver Model

The Shannon-Weaver model, often referred to as the Shannon-Weaver Communication Model or simply the Shannon-Weaver Model, is a foundational concept in the field of communication theory. It was developed by Claude Shannon, an electrical engineer, and Warren Weaver, a mathematician and scientist, in the mid-20th century. This model is also known as the Mathematical Theory of Communication, and it is primarily concerned with the transmission of information in a technical sense. Here are the key components and concepts of the Shannon-Weaver model:
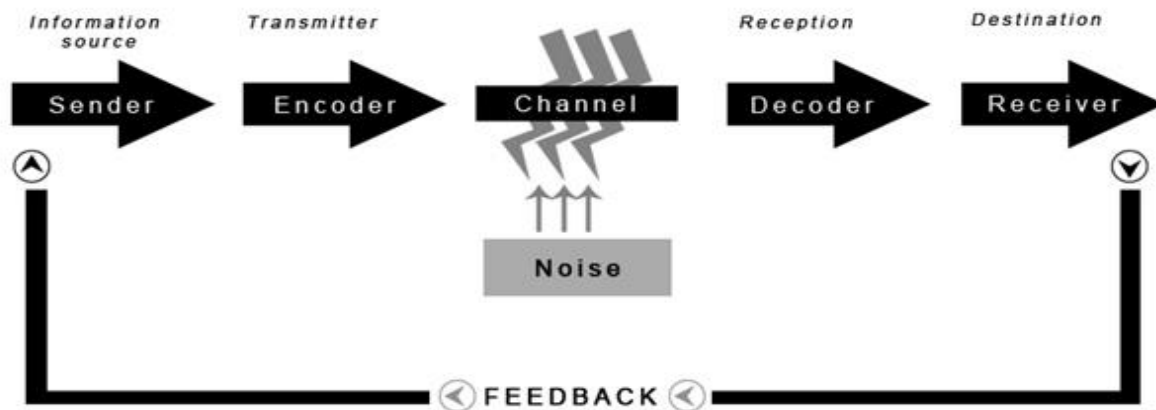
SHANNON-WEAVER'S MODEL OF COMMUNICATION

Sender: The sender is the source of information or the person who initiates the communication process. In technical terms, the sender encodes a message into a signal that can be transmitted.

Encoder: The encoder is responsible for converting the message from its original form (often human language or data) into a format suitable for transmission. This may involve encoding the message into binary code or another suitable format.

Channel: The channel refers to the medium or the physical means through which the encoded message is transmitted from the sender to the receiver. It could be a wire, radio waves, optical fiber, or any other communication medium.

Noise: Noise represents any interference or distortion that can disrupt the transmission or reception of the message. Noise can occur during transmission due to various factors, such as static on a phone line or background interference.

Decoder: The decoder is responsible for reversing the encoding process. It interprets the signal received from the channel and converts it back into a form that the receiver can understand. This process is critical to ensuring that the original message is accurately received.

Receiver: The receiver is the recipient of the message. In the context of the Shannon-Weaver model, the receiver's primary role is to decode the message and extract the information contained within it.

Feedback: Feedback is the information that the receiver sends back to the sender. This feedback loop is crucial for assessing the effectiveness of communication. It allows the sender to make adjustments to improve the chances of the message being accurately received.

Entropy: Entropy is a measure of uncertainty or information content in a message. In this model, it represents the degree of unpredictability in a message. Low entropy means a highly predictable message, while high entropy indicates a more unpredictable message.

Redundancy: Redundancy is the repetition of information in a message. Redundancy helps combat the effects of noise and ensures that even if some parts of the message are lost or distorted during transmission, the essential information can still be reconstructed.

The Shannon-Weaver Model is primarily used in the context of information theory and telecommunications, where the focus is on the efficient transmission of data and minimizing the impact of noise and distortion. While it provides valuable insights into technical aspects of communication, it doesn't capture the richness of human communication, which often involves context, emotions, and meaning beyond mere information transmission. Therefore, it is essential to recognize that this model is primarily a framework for understanding communication in a technical and mathematical sense.

Barriers to Communication

The communication barriers may prevent communication or carry incorrect meaning due to which misunderstandings may be created. Therefore, it is essential for a manager to identify such barriers and take appropriate measures to overcome them. The barriers to communication in organizations can be broadly grouped as follows:

1. Semantic Barriers

These are concerned with the problems and obstructions in the process of encoding and decoding of a message into words or impressions. Normally, such barriers result due to use of wrong words, faulty translations, different interpretations, etc.

For example, a manager has to communicate with workers who have no knowledge of the English language and on the other side, he is not well conversant with the Hindi language. Here, language is a barrier to communication as the manager may not be able to communicate properly with the workers.

2. Psychological Barriers

Emotional or psychological factors also act as barriers to communication. The state of mind of both sender and receiver of communication reflects in effective communication. A worried person cannot communicate properly and an angry recipient cannot understand the message properly.

Thus, at the time of communication, both the sender and the receiver need to be psychologically sound. Also, they should trust each other. If they do not believe each other, they cannot understand each other's message in its original sense.

3. Organizational Barriers

The factors related to organizational structure, rules and regulations authority relationships, etc. may sometimes act as barriers to effective communication. In an organization with a highly centralized pattern, people may not be encouraged to have free communication. Also, rigid rules and regulations and cumbersome procedures may also become a hurdle to communication.

4. Personal Barriers

The personal factors of both sender and receiver may act as a barrier to effective communication. If a superior thinks that a particular communication may adversely affect his authority, he may suppress such communication.

Also, if the superiors do not have confidence in the competency of their subordinates, they may not ask for their advice. The subordinates may not be willing to offer useful suggestions in the absence of any reward or appreciation for a good suggestion.

Physical or Environmental Barriers

Physical barriers are those barriers which are caused due to some technical defects in the media used for communication and/or due to certain disturbances in the surrounding environment.

Often, the term 'noise' is used as a blanket term to refer to the physical barriers in general. But noise, in its literal sense, is also one of the factors that give rise to the physical barriers during the process of communication.

Besides noise, wrong selection of medium, lack of acoustics, poor lighting, frequent movements of hands, fiddling with a pen, or even serving of tea during an important conversation- all of these are also responsible for creating physical barriers in the communication process.

Noise

Noise is the first major barrier to communication. Communication is distorted by noise that crops up at the transmission level.

The meaning attributed to the word 'noise' in the field of Communication is derived from the realm of Physics. In Physics, noise refers to "a disturbance, especially a random and persistent disturbance, which obscures or reduces the clarity of a signal".

The modern-day connotation of the word 'noise' is "irrelevant or meaningless data" as is apparent from its usage in the field of Computer Science.

For example, the noise of the traffic around a school obstructs the smooth flow of information between the teacher and the students. It makes oral communication difficult. Similarly, poor signal or static while talking over the cell phone or while using the public address system or while watching TV also distorts the sound signals and disrupts communication. Bad weather conditions may also sometimes interfere with the transmission of signals and may lead to breakdown of the communication channels.

As discussed above, noise is not only the disruption of sound signals, but it also includes all the barriers that may arise at any of the various stages of communication. In a broad sense, it denotes semantic barriers, perceptional barriers as well as psychological barriers.

Time and Distance

Time and distance may also obstruct the smooth flow of information. Today, because of technological advancements, we have faster means of communication available to us and this in turn has made the world a smaller place. But at times, these means of communication may not be easily accessible because of unavailability or due to technical/technological problems. This may lead not only to a physical but also a communication gap between the transmitter and the receiver.

Time differences between people living in two different countries may affect communication between them. Even people working in different shifts in the same organization may also face problems in communicating effectively.

Improper seating arrangement in a classroom or in a conference hall may also act as a barrier to effective communication as it is difficult to maintain eye contact with one's audience.

Wrong Choice of Medium

This can also create a barrier to effective communication. For example, if an expert uses charts or graphs or PowerPoint presentations to orient the illiterate workers or volunteers to a new method of working, they are bound to be ill-equipped to infer any information or instructions from such sophisticated presentations.

Surroundings

Adverse weather conditions affect not only the means of communication, but also have an impact on the sender and the receiver of the message. When two people have to communicate with each other under extreme weather conditions, whether too hot or too cold, their surroundings do have a direct repercussion on the effectiveness of the exchange that takes place between them.

Thus, environmental factors determine people's mood and also influence their mental agility and thereby their capacity to communicate effectively. Extreme heat and humidity make people either hyper or listless and thus cause immense stress which in turn affects clear thinking and the attitude of the communicator; whereas, extreme cold weather induces laziness and also impedes the ability to think clearly and respond sharply, thereby causing communication failure.

Physiological Barriers

Physiological barriers are related to a person's health and fitness. These may arise due to disabilities that may affect the physical capability of the sender or the receiver. For example, poor eyesight, deafness, uncontrolled body movements, etc.

Physical defects in one's body may also disrupt communication. While communicating, a person uses–

his vocal (speech) organs to produce sound/speech

his hand and fingers to write

his ears to take in the spoken words

his eyes to absorb the written words

Flawless functioning of these body organs is inevitable for effective communication to take place. In case of any defect in any of these organs, the successful completion of communication will be difficult to accomplish.

Speaking can be adversely affected by stammering, fumbling, utterance of improper sounds due to defective vocal organ/s, etc.

Semantic or Language Barriers

Semantics is the systematic study of the meaning of words. Thus, the semantic barriers are barriers related to language. Such barriers are problems that arise during the process of encoding and/or decoding the message into words and ideas respectively.

Both the oral and the written communication are based on words/symbols which are ambiguous in nature. Words/symbols may be used in several ways and may have several meanings. Unless the receiver knows

the context, he may interpret the words/symbols according to his own level of understanding and may thus misinterpret the message.

The most common semantic barriers are listed as under:

a. Misinterpretation of Words

Semantic problems often arise because of the gap between the meaning as intended by the sender and that as understood by the receiver. This happens when the receiver does not assign the same meaning to the word/symbol as the transmitter had intended.

Words are capable of expressing a variety of meanings depending upon their usage, i.e. in the context in which they are used. The association between the word/symbol and the meaning assigned to it is of arbitrary nature.

For example, the word 'yellow' when used as an adjective can have multiple connotations depending upon its usage. Words have two levels of meaning- literal (descriptive) and metaphorical (qualitative). 'Yellow', besides being a primary colour, also stands for 'freshness', 'beauty', 'sickness', 'decay', etc. Hence, the receiver is free to interpret it in any of these ways based on his own imagination and experience.

But for communication to be perfect, it is essential that the receiver must assign to it the same meaning which the sender had in his mind while encoding the message. Therefore, there is always a possibility of misinterpretation of the messages. Mostly, such problems arise when the sender does not use simple and clear words that can convey the exact meaning to the receiver.

b. Use of Technical Language

Technical or specialized language which is used by people or professionals who work in the same field is known as jargon. Such technical language can be a barrier to communication if the receiver of the message is not familiar with it. For example, in the computer jargon, 'to burn a CD' means 'to copy the data on a CD'. To a layman, the word 'burn' may have a very different connotation.

c. Ambiguity

Ambiguity arises when the sender and the receiver of the message attribute different meanings to the same words or use different words to convey the same meaning. Sometimes, wrong and speculative assumptions also lead to ambiguity. A sender often assumes that his audience would perceive the situation as he does or have the same opinion about an issue or understand the message as he understands it, and so on. All such assumptions may turn out to be wrong and cause communication failure.

Personal Barriers

Communication is interpersonal in nature. Thus, there are certain barriers that are directly linked to the persons involved in the communication process, i.e. the sender and the receiver, which influence the accurate transfer of the message. These are called personal barriers.

Personal barriers have to do with the age, education, interests and needs or intentions that differ from person to person.

In any business organization, the attitude of the superiors and the subordinates play a vital role in determining the success of communication. If the superiors have a hostile attitude, then there are chances that they may filter the information or manipulate the message, sometimes intentionally, in order to achieve certain selfish motives. Many superiors are not open to suggestions and feedback as they presume that their subordinates are not capable of advising them. Also, they often tend to keep too busy with work and do not pay much attention to communication. Due to this, the downward flow of information within the organization is badly affected and this in turn leads to poor performance.

Emotional or Perception Barriers

Emotional or perceptional barriers are closely associated with personal barriers. Personal barriers arise from motives and attitudes whereas emotional or perceptional barriers have an added dimension that includes sentiments and emotions as well.

If the receiver does not evaluate the information with an open mind, i.e. objectively, his judgment/evaluation would be colored with his biases and/or his emotions, thus inducing him to read too much into a message. This would interfere with the exact transfer of information and cause misinterpretation.

Such a barrier may also emerge at the time of encoding the message. Over enthusiasm on the part of the sender may lead him to invest his message with meaning/s which he may actually not have intended to.

Indolence, apathy, or the tendency to procrastinate, either on the part of the sender or the receiver, also lead to withholding of important information thus creating a barrier. Extreme emotions like euphoria, excitement, anger, stress, depression, etc. also get in the way of effective communication. All these factors may create biases in the mind of the sender or the receiver.

Socio-Psychological Barriers

Socio-psychological barriers can also be considered as one of the offshoots of the personal barriers, akin to the perceptional barriers. We need to study it as a subcategory of personal barriers because a person's attitude is shaped not only by his instincts and emotions, but also by his approach towards and his interaction with the people around him, and hence the need for this fine distinction between the personal, the perceptional and the socio-psychological barriers.

b. Difference in Perception

Moreover, in a communication situation, the communicators have to deal with two aspects of the reality- the one as they see it and the other as they perceive it. The mind filters the message i.e. the words/symbols/ signs and attributes meaning to them, according to individual perception.

Each individual has his own distinctive filter, formed by his/her experiences, emotional makeup, knowledge, and mindset which s/he has attained over a period of time. Because of this difference in perceptions, different individuals respond to the same word/symbol/sign based on their own understanding of the situation and ascribe meaning to it on the basis of their unique filter.

At times, this difference in perception causes communication gap, i.e. distortion, in the message. In face-to-face communication, this gap can be easily eliminated as there is immediate feedback. But in written communication, the semantic gap between the intended meaning and the interpreted meaning remains unidentified, as the feedback is delayed or sometimes there is no feedback at all.

c. Prejudices

Besides, a person with deeply ingrained prejudices is very difficult to communicate with. He is not responsive to discussion or to new ideas, information, viewpoints and opinions. He has a closed mind and tends to react antagonistically, thus ruling out all possibilities of communication. An unreceptive mind can, hence, be a great barrier in communication. To overcome this barrier, people should be receptive of new ideas and must learn to listen considerately with an open mind.

e. Information Overload

Furthermore, information overload leads to poor retention and causes information loss. So, whenever there is some important information to be conveyed, the communicators must use

the written channel of communication.On the basis of the above discussion, we may thus conclude that the socio-psychological factors do have a profound impact on the effectiveness of communication.

Cultural Barriers

Cultural differences give rise to a great deal of complexity in the encoding and the decoding of messages not only because of the difference in languages, but also because of plenty of culture-specific assumptions at work in the mind of the sender as well as the receiver.People belonging to different cultures may attach different meanings to words, symbols, gestures, and behaviour or they may perceive each others' social values, body language, attitude to space distancing and time, social behaviour and manners, etc., i.e. the entire culture in general, very differently depending upon their own standards, attitudes, customs, prejudices, opinions, behavioral norms, etc., i.e. their own distinct culture.

Thus, cultural barriers arise when people belonging to different cultures insist on preserving their cultural identities and at times, judge the other cultures as inferior to their own.

Organizational Barriers

Organizational structure greatly influences the flow of information within an organization. Some major organizational barriers are as follows:

a. Goal Conflicts

There may be goal conflicts within the organization between the superiors and the subordinates, among people working in the different departments, among the colleagues, etc. This may create a hostile atmosphere within the organization and can lead to serious communication breakdown.

b. Organizational Policies

These are also to a great extent responsible for determining the kind of rapport that people working in the same organization share with each other. If the organizational policy is such that it restricts the free flow

of information in all directions then communication would not be successful. In some organizations, there may be rules to restrict the flow of certain messages and this may deter employees from conveying those messages, however important they may be.

If an organization favours the open door policy, the subordinates would not feel shy or reluctant to approach their superiors directly. But in the organizations where the formal channels of communication have to be strictly adhered to, the superiors and the subordinates share an awkward relationship. They experience a lot of discomfiture while interacting with each other. Because of this, the objective of communication may never be accomplished.

c. Organizational Hierarchy

The hierarchical structure of the organization may also impede the flow of information and this can cause delay in taking decisions. When the message passes along the chain of

command in an organization, there are chances of filtering and distortion of the message at almost every level before it reaches the intended receiver. Thus, the hierarchical structure of the organization is also one of the important factors that may create a barrier to effective communication.

Types of Communication:

1. **Formal Communication:** Formal communication is structured, official, and typically used for professional or business purposes. Formal Communication follows a structed and predefined format. It often adheres to established rules, protocols and procedures. The language used is typically more professional, standardized, and impersonal. The tone in formal communication is serious, respectful and objective.

2. **Informal Communication or grapevine:** Informal communication is spontaneous, relaxed, and often used for social interactions and personal connections. Informal communication lacks a rigid structure and format. It is often spontaneous and unstructured, allowing for a more casual and relaxed exchange of information. Informal communication is used for casual, social or personal interactions. It often involves sharing personal news, opinions and anecdotes. It can be a means of building relationships, bonding, and socializing.

3.

Advantages of grapevine communication

1. The first advantage of a grapevine communication is the fact that **information through this channel is extremely fast**. Many have said of grapevine communication to be one of the fastest forms of communication. It spreads faster than wild fire.

2. Another advantage of grapevine communication is that **it tends to bring a sense of unity among employees of an organization when they meet to share and discuss certain issues.** Experts say that because of the nature of grapevine communication, **it enhances group cohesiveness in many organizations** all over the world.

3. Grapevine communication is an informal mode of communication but it **plays an instrumental role in aiding the formal methods of communication in every organization**.

4. In organizations or **establishments where formal communications do not function properly, grapevine communication comes to the rescue**. Information through grapevine ends up being the only way employees can get any information about things going on around them.

Disadvantages of Grapevine communication

1. Grapevine information **since it is largely based on rumors tends to carry along with it partial information** which ends up not giving the real state of affairs in an organization.

2. Information received through grapevine **might not be true.**

3. Another great disadvantage of grapevine communication is the fact **that it can damage an organization's goodwill.** For instance imagine a situation where lower ranking employees of an organization begin peddling false information about people at the top. This action can gradually destroy the goodwill of the organization.

4. The fourth disadvantage with grapevine communication is one that is common in many organizations all over the world. This is when employees become unproductive thanks to grapevine. Grapevine communication **can make organizations lose a lot of money because thanks to grapevine employees spend work hours talking about the latest rumor circulating around them.** It delays work and drains energy. The organization pays dearly for this.

5. Grapevine communication **cannot be relied on because it is not trustworthy. If not managed properly, it can have serious implications.**

Characteristics of grapevine or informal communication:

The important features or characteristics of *grapevine or informal communication* are as follows:

1. **Single Standard:**
In this form of communication, a person says something to a trustworthy person who, in turn, passes on the information to another trustworthy person and in this way a chain starts moving.

This creates a sort of chain which has been shown in diagram. The signs of cross shown at the top and bottom of the diagram show that the chain can move up and down both ways up to any extent.

2. **Gossip Chain:**
In this form of communication, a person communicates something to a number of persons during the course of a gossip. A particular person in an organisation knows something specific that happens to be interesting. He tells this thing to all the members of his group and some other people also. Normally, such information is not related to the job.

For example, two employees of the organisation are going in for a love marriage and some particular person has got this information, he passes on this information to a large number of people. Gossip chain thus begins.

3. **Probability:**
In this form of communication, a person remains indifferent about the fact as to whom he should pass on the information. There are numerous people around him. He passes on the information randomly to somebody around him. Those who get the information also have many people around them.

4. **Cluster:**
In this form of communication, a person tells something to selected individuals. Those who receive the information further pass it on to another set of selected individuals.

In this way, this chain moves on. In every organisation some people have good liaison with other persons. Such people pass on the information to persons of their choice with the purpose of getting some favour from them.

5. **Un-official channel of communication**: Since an <u>informal communication</u> network does not follow any rules or formalities. So, it is an unofficial channel of communication.
6. **Not controlled by management**: The grapevine is not controlled by management. The grapevine is mainly controlled by the employees themselves. As employees control the grapevine information, sometimes the information may be accurate and sometimes the information may be inaccurate.
7. **More reliable information**: Most employees perceive and believe that the grapevine contains more reliable information than the information received from upper management. What employees may or may not realize is that many times the grapevine contains false information.
8. **Flexibility**: Informal communication is more flexible than formal communication because it is free from all type of formalities.
9. **Oral way of communication**: Informal communication technique more uses oral way of communication rather than written communication.
10. **Rapid communication**: Informal communication transmits very fast. Especially miss-inflation or rumour spread rapidly to others is the organization.
11. **Distortion of meaning**: Something the meaning and the subject matter of the information is distorted in this system.
12. **Influential**: Informal communication is very much influential type of communication is distorted in this system.
13. **Free form accountability**: The exchange of message in *informal communication* is free from accountability to the authority or top executives of the organization.
14. **Spontaneous**: Informal communication is the process of spontaneous exchange of information between two or more person at different status within the organizational structure.

15. **Multidirectional**: Informal communication is multidirectional in nature. The grapevine may be largely available to simply serve the interests of the people it involves. Many times, employees use the grapevine to begin rumors that serve their own interests, with little regard to the people they affect.

16. **Formation through Social Relations:**

This communication is born out of social relations who mean that it is beyond the restrictions of the organisation. No superior-subordinate relationship figures therein. A more sociable superior can gather much information through this channel.

17. **Two types of Information:**

Through this communication, information about the work and the individual can be collected.

18. **Uncertain Path:**

Since it is beyond the restrictions of the organisation, it follows no definite channel. Like a grapevine, it moves in a zigzag manner.

19. **Possibility of Rumour and Distortion:**

Responsibility for the true or false nature of communication does not lie on any individual and, therefore, not much attention is paid to its meaning while communicating. Consequently, the rumours keep floating.

20. **Quick Relay:**

Informal communication makes news spread like wildfire. Not only this, people start adding something of their own which sometimes changes the real meaning of the communication.

Advantages: Informal or grapevine communication

The informal channel of communication has the following advantages:

(1) Fast and Effective Communication:

Under this communication, the messages move fast and their effect is equally great on the people.

(2) Free Environment:

Informal communication is done in a free environment. Free environment means that there is no pressure of any office-big or small. The reactions of the employees can easily be collected.

(3) Better Human Relations:

Informal communication saves the employees from tension. Freedom from tension helps the establishment of better human relations. This also affects the formal communication.

(4) Easy Solution of the Difficult Problems:

There are many problems which cannot be solved with the help of formal communication. There is more freedom in informal communication which helps the solution of difficult problems.

(5) Satisfying the Social Needs of the Workers:

Everybody wants good relations with the high officers at the place of his work. Such relations give satisfaction to the employees and they feel proud. But this can be possible only with the help of the informal communication.

Limitations: Informal or grapevine communication

The defects or limitations of the informal communication are as under:

(1) Unsystematic Communication:

This communication is absolutely unsystematic and it is not necessary that information reaches the person concerned.

(2) Unreliable Information:

Most of the information received through this communication is undependable and no important decision can be taken on its basis.

Small Talk:

In most English-speaking countries, it is normal and necessary to make "small talk" in certain situations. Small talk is a casual form of conversation that "breaks the ice" or fills an awkward silence between

people. Even though you may feel shy using your second language, it is sometimes considered rude to say nothing. Just as there are certain times when small talk is appropriate, there are also certain topics that people often discuss during these moments. The hardest part about making small talk is to know how to start a conversation.

Small Talk: Who, What, Where, When, Why?

WHO makes small talk?
People with many different relationships use small talk. The most common type of people to use small talk are those who do not know each other at all. Though we often teach children not to talk to strangers, adults are expected to say at least a few words in certain situations (see where). It is also common for people who are only acquaintances, often called a "friend of a friend", to use small talk. Other people who have short casual conversations are office employees who may not be good friends but work in the same department. Customer service representatives, waitresses, hairdressers and receptionists often make small talk with customers. If you happen to be outside when the mailman comes to your door you might make small talk with him too.

WHAT do people make small talk about?
There are certain "safe" topics that people usually make small talk about. The weather is probably the number one thing that people who do not know each other well discuss. Sometimes even friends and family members discuss the weather when they meet or start a conversation. Another topic that is generally safe is current events. As long as you are not discussing a controversial issue, such as a recent law concerning equal rights, it is usually safe to discuss the news. Sports news is a very common topic, especially if a local team or player is in a tournament or play-off or doing extremely well or badly. Entertainment news, such as a celebrity who is in town, is another good topic. If there is something that you and the other speaker has in common, that may also be acceptable to talk about. For example, if the bus is extremely full and there are no seats available you might talk about reasons why. Similarly, people in an office might casually discuss the new paint or furniture. There are also some subjects that are **not** considered acceptable when making small talk. Discussing personal information such as salaries or a recent divorce is not done between people who do not know each other well. Compliments on clothing or hair are acceptable; however, you should never say something (good or bad) about a person's body. Negative comments about another person not involved in the conversation are also not acceptable: when you do not know a person well you cannot be sure who their friends are. You do not talk about private issues either, because you do not know if you can trust the other person with your secrets or personal information. Also, it is not safe to discuss subjects that society deems controversial such as religion or politics. Lastly, it is not wise to continue talking about an issue that the other person does not seem comfortable with or interested in.

WHERE do people make small talk?
People make small talk just about anywhere, but there are certain places where it is very common. Most often, small talk occurs in places where people are waiting for something. For example, you might chat with another person who is waiting for the bus to arrive, or to the person beside you waiting to get on an aeroplane. People also make small talk in a doctor's or dentist's waiting room, or in queues at the grocery store. At the office, people make small talk in elevators or lunchrooms and even in restrooms, especially if there is a line-up. Some social events (such as a party) require small talk among guests who do not know each other very well. For example, you might talk to someone you do not know at the punch bowl, or at the poolside. It is called "mingling" when people walk around in a social setting and talk to a variety of people.

WHEN do people make small talk?

The most common time for small talk to occur is the first time you see or meet someone on a given day. For example, if you see a co-worker in the lounge you might say hello and discuss the sports or weather. However, the next time you see each other you might just smile and say nothing. If there is very little noise, that might be an indication that it is the right time to initiate a casual conversation. You should only spark up a conversation after someone smiles and acknowledges you. Do not interrupt two people in order to discuss something unimportant such as the weather. If someone is reading a book or writing a letter at the bus stop it is not appropriate to initiate a conversation either. Another good time to make small talk is during a break in a meeting or presentation when there is nothing important going on. Finally, it is important to recognize the cue when the other person wants the conversation to stop.

WHY do people make small talk?

There are a few different reasons why people use small talk. The first, and most obvious, is to break an uncomfortable silence. Another reason, however, is simply to fill time. That is why it is so common to make small talk when you are waiting for something. Some people make small talk in order to be polite. You may not feel like chatting with anyone at a party, but it is rude to just sit in a corner by yourself. After someone introduces you to another person, you do not know anything about them, so in order to show a polite interest in getting to know them better, you have to start with some small talk.

Examples of Small Talk: Conversation Starters

Talking about the weather	• Beautiful day, isn't it? • Can you believe all of this rain we've been having? • It looks like it's going to snow. • It sure would be nice to be in Hawaii right about now. • I hear they're calling for thunderstorms all weekend. • We couldn't ask for a nicer day, could we? • How about this weather? • Did you order this sunshine?
Talking about current events	• Did you catch the news today? • Did you hear about that fire on Fourth St? • What do you think about this transit strike? • I read in the paper today that the Sears Mall is closing. • I heard on the radio today that they are finally going to start building the new bridge. • How about those Reds? Do you think they're going to win tonight?
At the office	• Looking forward to the weekend? • Have you worked here long? • I can't believe how busy/quiet we are today, can you? • Has it been a long week? • You look like you could use a cup of coffee. • What do you think of the new computers?
At a social event	• So, how do you know Justin? • Have you tried the cabbage rolls that Sandy made?

	• Are you enjoying yourself? • It looks like you could use another drink. • Pretty nice place, huh? • I love your dress. Can I ask where you got it?
Out for a walk	• How old's your baby? • What's your puppy's name? • The tulips are sure beautiful at this time of year, aren't they. • How do you like the new park? • Nice day to be outside, isn't it?
Waiting somewhere	• I didn't think it would be so busy today. • You look like you've got your hands full (with children or goods). • The bus must be running late today. • It looks like we are going to be here a while, huh? • I'll have to remember not to come here on Mondays. • How long have you been waiting?

Workplace Interpersonal Skills

- Understanding Social Communication in Workplace Environment
- Employee Feedback: Assess Employee Performance and Satisfaction
- Simulation

► Humour in Communication – Use of 'Puns'

►Entertainment and Communication (Infotainment)

- Infotainment and Social Media
- Entertainment in Journalism

► Social Networking

Understanding Social Communication in Workplace Environment

When working with colleagues and customers from a variety of cultural groups, it is essential to use effective and culturally sensitive communication techniques. Communication can be verbal or non-verbal.

Effective communication techniques in a cross-cultural setting include:

- **Active listening**: an essential part of effective communication. Elements of active listening include the following:
    - concentration
    - interpreting the message being communicated
    - providing accurate feedback to the sender of the message
    - showing empathy and interest in what is being said
    - not interrupting when the other person is speaking

- o maintaining eye contact
- o using open body language
- **Effective questioning techniques:** the use of open, closed and reflective questions can be an effective way to identify the needs and wants of both customers and colleagues. Simple closed questions require a "yes" or "no" answer. Questions such as "Would you like the concierge to take your bags to your room?" is a good example of a closed question. By asking such a question you are able to determine the immediate needs of your customer. An open question allows the customer to provide more information. For example, a waiter asking a customer "Do you have any special dietary requirements?" allows the customer to provide specific information regarding their needs. Reflective questions are used to clarify information and allow you to ensure you have obtained all the facts you need. Paraphrasing is an excellent example of reflective questioning. For example, reading an order back to a customer.
- **Appropriate body language:** the vast majority of our communication is carried out non-verbally. If our body language does not reflect what is being said, confusion can arise. For example, nodding your head while telling a customer or colleague that what they need is not available will create confusion.
- **Appropriate speech**: using formal and informal language is essential in any working environment. Appropriate speech includes aiming your language at the audience and minimising the use of jargon or slang when speaking to a customer from a socially different background; this can often create confusion and lead to misunderstandings. The use of formal language such as using proper titles, for example "Mr" and "Mrs" is essential when dealing with external customers. Using formal greetings for example, "good morning" or "good evening" helps to give communications with external customers a professional tone.
- Communication with internal customers (colleagues) can be less formal, but should be appropriate to the conversation. The use of slang can still create confusion and misunderstanding, so it is essential to minimise its use. It is also important to be culturally sensitive when working with colleagues from culturally diverse backgrounds.

Barriers to effective communication in a socially diverse workplace

Barriers to effective communication are a common cause of cross-cultural misunderstandings. Barriers to effective communication include:

- **Bias and stereotyping:** bias is prejudice either for or against a person or group compared with another. Stereotyping is making assumptions regarding a person's background due to appearance or membership of a particular cultural group.
- **Lack of empathy:** empathy is the ability to put yourself in another person's situation in order to understand the feelings of the other party. A lack of empathy will show in conversations with customers, and create a potentially unwelcoming situation for a customer or colleague who is struggling with language and cultural barriers.
- **Negative subtext:** can occur when what you are saying does not correspond with the body language you are using.
- **Ethnocentrism:** is the belief that one culture is superior to another and has no place within the hospitality industry. When working with colleagues and customers from culturally diverse backgrounds, all workers should be culturally aware and be prepared to engage with colleagues and customers from all backgrounds, regardless of personal beliefs.

Methods for overcoming barriers to communication

- Greet all customers with the appropriate methods of verbal and non-verbal communication. Open body language, active listening and limiting colloquialisms and jargon will make a customer feel comfortable and limit communication barriers.

- Staff training in positive communication is essential. Methods of greeting, the acknowledging and farewelling of customers should be uniform across an establishment and language should be clear, concise, courteous and culturally sensitive.
- All staff should be aware of words, phrases and gestures that are universally understood. Staff should also make use of universally understood signs such as no smoking, toilets or telephone.

<p style="text-align:center"><u>Building Rapport:</u></p>

Rapport is a state of harmonious understanding with another individual or group that enables greater and easier communication. In other words rapport is getting on well with another person, or group of people, by having things in common, this makes the communication process easier and usually more effective.

Sometimes rapport happens naturally, you '*hit it off*' or '*get on well*' with somebody else without having to try, this is often how friendships are built. However, rapport can also be built and developed by finding common ground, developing a bond and being empathic.

Rapport is important in both our professional and personal lives; employers are more likely to employ somebody who they believe will get on well with their current staff. Personal relationships are easier to make and develop when there is a closer connection and understanding between the parties involved – i.e. there is greater rapport.

The first task in successful interpersonal relationships is to attempt to build rapport. Building rapport is all about matching ourselves with another person. For many, starting a conversation with a stranger is a stressful event; we can be lost for words, awkward with our body language and mannerisms. Creating rapport at the beginning of a conversation with somebody new will often make the outcome of the conversation more positive. However stressful and/or nervous you may feel the first thing you need to do is to try to relax and remain calm, by decreasing the tension in the situation communication becomes easier and rapport grows.

Break the Ice:
When meeting somebody for the first time some simple tips will help you reduce the tension in the situation enabling both parties to feel more relaxed and thus communicate more effectively:
- Use non-threatening and 'safe topics' for initial small talk. Talk about established shared experiences, the weather, how you travelled to where you are. Avoid talking too much about yourself and avoid asking direct questions about the other person.
- Listen to what the other person is saying and look for shared experiences or circumstances - this will give you more to talk about in the initial stages of communication.
- Try to inject an element of humour. Laughing together creates harmony, make a joke about yourself or the situation/circumstances you are in but avoid making jokes about other people.
- Be conscious of your body language and other non-verbal signals you are sending. Try to maintain eye contact for approximately 60% of the time. Relax and lean slightly towards them to indicate listening, mirror their body-language if appropriate.

- Show some empathy. Demonstrate that you can see the other person's point of view. Remember rapport is all about finding similarities and '*being on the same wavelength*' as somebody else - so being empathic will help to achieve this.

Make sure the other person feels included but not interrogated during initial conversations, as you may feel tense and uneasy meeting and talking to somebody new, so may they. Put the other person at ease, this will enable you to relax and conversation to take on a natural course.

Dimensions/Flow of communication

Difference between Horizontal and Vertical Communication

Points of Difference	Horizontal communication	Vertical communication
Definition	Such communication flows between people at the same level.	Such communication flows between people of different levels.
Coordination	Such communication helps in coordination between various departments of an Organization.	It normally coordinates the activities of superior and subordinates.
Flow of communication	The communication flows here like a straight line.	It may flow as an upward or downward way.
Methods	Oral communication is very suitable for such communication as sender and receiver belong to same level.	Such communication generally uses written procedures and methods
Example	Communication between purchase and sales manager.	Communication between sales manager and sales executives or agents.

Business Communication Articles

Vertical Communication: Vertical communication means that information is passed from one person to the next according to a linear system based on their titles. This type of communication is used when a company follows a hierarchical structure or for important, sensitive information. Senior management sharing information like budgets, objectives, feedback, and goals with middle managers, who then share this with their teams.

Horizontal communication: Horizontal communication is a type of communication in the workplace that takes place between two employees who work at the same level. This can refer to employees within the same department that have the same job title, or it can refer to employees in different departments who are at the same hierarchical level. Eg. A conversation between two marketing associates who have the same job title and work together on the same tasks is also categorized as horizontal communication. When they are explaining the progress of their work or figuring out how to complete a task, they are participating in horizontal communication.

Upward Communication:

Upward communication is a type of communication within an organization that involves the transmission of information, feedback, messages, or reports from lower-level employees, subordinates, or team

members to higher-level managers, supervisors, or decision-makers. This communication flow moves "upward" in the organizational hierarchy, going from employees to those in positions of authority. Upward communication serves several important purposes:

Feedback: It allows employees to provide feedback on their experiences, concerns, and suggestions to their superiors

Problem Identification: Employees often have a frontline perspective and can identify operational problems or challenges that might not be apparent to higher-level managers.

Downward Communication

Downward communication refers to the flow of information within an organization that originates at higher levels of authority and moves downward to lower levels. In this type of communication, the information typically flows from top management, such as executives and supervisors, to middle managers, employees, or team members. Downward communication serves several important purposes within an organization:

Instructions and Guidance: One of the primary uses of downward communication is to provide employees with instructions, guidance, and directions on their tasks and responsibilities.

Goal Setting: It's through downward communication that organizational goals, objectives, and strategies are communicated from top management to lower-level employees.

Performance Feedback: Managers use downward communication to provide feedback to their employees about their performance.

Policy and Procedural Updates: Organizations often use downward communication to inform employees about changes in policies, procedures, and regulations.

Organizational Updates: Important updates about the company's financial performance, new projects, market trends, or other relevant information are often communicated downward.

Crisis Communication: In times of crisis or emergency, top management may use downward communication to provide clear instructions and updates to employees.

Employee Development: Managers can use downward communication to discuss career development opportunities, training programs, and resources available for employees to enhance their skills and knowledge.

Diagonal Communication: Diagonal communication, also known as crosswise communication, occurs within an organization between individuals who are not in a direct hierarchical relationship with each other but belong to different departments or teams. In other words, it involves communication that cuts across different levels and departments, forming a diagonal flow in the organizational structure. The purpose of diagonal communication is to facilitate collaboration, coordination, and information exchange across different hierarchical levels and functional areas within an organization. It aims to break down the barriers of traditional vertical communication channels and foster a more interconnected and cross-functional approach.

A diagonal communication network has the following characteristics:

1/ **Cross-functional Exchange**: Diagonal communication enables communication between employees or teams from different departments or functional areas. For instance, it might involve interaction between marketing and finance, or between production and human resources.

2/ **Non-hierarchical flow**: Unlike vertical communication, which follows the formal chain of command (upward or downward), diagonal communication disregards the hierarchical structure to some extent. It allows employees at different levels to communicate directly without going through formal channels.

3/ **Informal nature**: Diagonal communication often takes place informally, which means it may not adhere to strict protocols or formalities. It can occur through unplanned conversations, emails, instant messaging, or even during social gatherings.

4/ **Middle Management Facilitation**: Middle managers often play a vital role in facilitating diagonal communication, as they have connections with various departments and can bridge the gap between different levels of the organization.

5/ **Customer-Centric Focus**: Diagonal communication in an organization enables different departments, such as marketing, sales, and customer service, to collaborate more effectively to serve customers' needs. Adopting this customer-centric approach can result in higher customer satisfaction and stronger loyalty.

7Cs of Communication:

The 7Cs of communication are a set of principles that help ensure clear and effective communication. These principles are particularly useful in written communication but can also be applied to verbal communication. The 7Cs are as follows:

Clarity: Ensure that your message is clear and easy to understand. Avoid jargon or technical language that the recipient may not be familiar with.

Conciseness: Keep your message brief and to the point. Avoid unnecessary details and verbosity.

Concreteness: Use specific facts and figures to support your message. Provide details that make your message more tangible.

Correctness: Ensure that your message is grammatically and structurally correct. Errors can detract from your credibility.

Coherence/ Considerate: Think about the needs and perspectives of the audience. Tailor your message to their interests and concerns.

Completeness: Provide all necessary information to avoid confusion or misunderstandings. Answer the who, what, when, where, why, and how questions as appropriate.

Courtesy: Be polite and respectful in your communication. Use a tone that is considerate and professional.

ABC of Communication:

The ABC of Communication is a simplified model that focuses on three key elements of communication:

Accuracy: Ensure that the information you are conveying is accurate and factually correct. Inaccurate information can lead to misunderstandings or misinformation.

Brevity: Keep your message concise and to the point. Avoid unnecessary details or long-winded explanations that can make your message less effective.

Clarity: Make your message clear and easy to understand. Use simple language and structure your message logically to help the recipient grasp the main points quickly.

While the 7Cs provide a more comprehensive set of guidelines for effective communication, the ABC model emphasizes three fundamental aspects that are essential for any communication to be successful. Both sets of principles can be valuable tools for improving communication in various situations. The choice of which to use may depend on the specific context and goals of the communication.

Technical Writing Style

Writing skills are an important part of communication. Good writing skills allow you to communicate your message with clarity and ease to a far larger audience than through face-to-face or telephone conversations.You might be called upon to write a report, plan or strategy at work; write a grant application or press release within a volunteering role; or you may fancy communicating your ideas online via a blog. And, of course, a well written CV with no spelling or grammatical mistakes is essential if you want a new job.

5.1 Types of Writing

There are four types of writing or four writing styles that are generally used. Knowing all these four different types of writing and their usages are important for any writer. A writer's style is a reflection of his personality, his unique style, his voice and his way to approach his audience and readers.

5.1.1 Expository Writing:

Expository writing is a subject-oriented writing style, in which the main focus of the author is to tell you about a given topic or subject, and leave out his personal opinions. He furnishes you with relevant facts and figures and does not include his opinions. This is one of the most common type of writing styles, which you always see in text books and usually "How – to" articles, in which the author tells you about a given subject, as how to do something. Examples of expository writing include encyclopedia entries, news reports, instruction manuals, informative essays, and research papers.

5.1.2 Descriptive writing:

Descriptive writing is a style of writing which focuses on describing a character, an event or a place in great details. It is sometimes poetic in nature in which the author is specifying the details of the event rather than just the information of that event happened. It is often poetic in nature and it describes places, people, events, situations or locations in a highly-detailed manner.

5.1.3 Persuasive Writing:

Persuasive writing, unlike 'Expository Writing', contains the opinions, biasness and justification of the author. Persuasive writing is a type of writing which contains justifications and reasons to make someone believe on the point the writer is talking about. Persuasive writing is for persuading and convincing on your point of view. It is often used in complain letters, when you provide reasons and justifications for your complaint; other copywriting texts, T.V commercials, affiliate marketing pitches etc. are all different types of persuasive writing, where author is persuading and convincing you on something he wants you to do and/or believe.Persuasive writing is equipped with reasons, arguments and justifications. Here the author takes a stand and asks you to believe his point of view.It often asks for a call or an action from the readers.

5.1.4 Narrative Writing:

Narrative writing is a type of writing in which the author places himself as the character and narrates you to the story. Novels, short stories, novellas, poetry, biographies can all fall in the narrative writing style. Simply, narrative writing is an art to describe a story. In narrative writing, a person, being a narrative,

tells a story or event. It has characters and dialogues in it and based on definite and logical beginnings, intervals and endings.Narrative writing often has situations like disputes, conflicts, actions, motivational events, problems and their solutions. Narratives usually progress chronologically, and must have a clear beginning, middle and end. Short stories, novels, personal narratives, anecdotes, and biographies are all examples of narrative writing.

5.2 Importance of writing

Writing is the primary basis upon which your work, your learning, and your intellect will be judged—in college, in the workplace, and in the community. It expresses who you are as a person. Writing is portable and permanent. It makes your thinking visible. This skill helps you move easily among facts, inferences, and opinions without getting confusedand without confusing your reader. It also fosters your ability to explain a complex position to readers, and to yourself. Writing helps you refine your ideas when you give others feedback. Writing requires that you anticipate your readers' needs and also demonstrates your intellectual flexibility and maturity. You can evaluate the adequacy of your argument through this. It stimulates you to extend a line of thought beyond your first impressions or gut responses. Writing equips you with the communication and thinking skills you need to participate effectively in democracy. Finally it is an essential job skill.

5.3 Style of Writing

There are many characteristics of good writing. Five of the most important are parallel structure, conciseness, sentence variety, correct spelling and grammar, and effective paragraphing.

☐ Parallel Structure

Use parallel or consistent structure when writing sentences and paragraphs. For example, avoid mixing forms of verbs in the same sentence. If you use the -ing form of a verb in a list, use the -ing form for all verbs in the list. Similarly, avoid switching from active to passive voice in a series of clauses. When you read your sentences out loud, you should hear a rhythm being repeated--if something breaks the rhythm, check to see if you need to improve the sentence's parallel structure. The following sentences illustrate this concept:

Poor example: Mrs. Jones is trustworthy, dependable, and *she pays close attention to details*.

Improved: Mrs. Jones is trustworthy, dependable, and *detail-oriented*.

Poor example: Please keep track of your hours, turn in your timesheet, *and keeping a copy for your records is also important*.

Improved: Please keep track of your hours, turn in your timesheet, *and keep a copy for your records*.

☐ Conciseness

Sentences should be written concisely, since needless words and fillers distract readers from your message.

1. **Eliminate opening fillers such** *as there are, I would like to bring to your attention,* **and** *this is to inform you that*.

Too wordy sentence: This is to inform you that health insurance rates will increase effective next month.

Improved: Health insurance rates will increase effective next month.

2. Eliminate wordy phrases from your writing.

Wordy Phrases Concise Substitutes

due to the fact that because

regardless of the fact that although

in regard to about

in the near future -soon

3. Don't turn verbs into wordy phrases.

Wordy Phrases--- Concise Verbs: give consideration -------to consider , give a recommendation ---- recommend, conduct a discussion-------- discuss

4. Eliminate redundancies. The two words in the left column have the same meaning, so only one word is needed.

Redundancies Concise Substitutes

perfectly clear ----clear , exactly identical ----identical, dollar amount ----amount

Sentence Variety

Effective writers add interest to their writing by using all four types of sentences-simple, compound, complex, and compound-complex. A sentence is classified according to the number of independent and/or dependent clauses it contains. An independent clause is a group of words with a subject and verb that could stand alone as a complete sentence. Dependent clauses can't stand on their own as complete sentences, because their meaning depends upon the independent clause in the sentence.

A **simple sentence** such as *John loaded the software* contains just one independent clause. A **compound sentence** contains two independent clauses*: John loaded the software, and Mary installed the hard drive.* A **complex sentence** contains both an independent clause and a dependent clause. For example, *After the installation was complete, the computer was rebooted* is an example of a compound sentence. Finally, a **compound-complex sentence** contains at least two independent clauses and one dependent clause. Because they are so long, compound-complex sentences should be used sparingly. *After the installation was complete, the computer was rebooted, and the IT department successfully completed the upgrade* is an example of a compound-complex sentence.

John loaded the software, and Mary installed the hard drive. John went to lunch after finishing the job, but Mary skipped lunch to keep working. John started a new project after lunch, and Mary finished installing the hard drive later that afternoon.

Notice how much more interesting the paragraph becomes when we vary the sentence types:

John loaded the software, while Mary installed the hard drive. John finished and went to lunch, but Mary kept working, finally finishing the hard drive installation later that afternoon. John started a new project after lunch.

Correct Spelling and Grammar

Strong grammatical skills lend credibility to your writing. They also enhance the readability of your documents, since misspelled words and grammatical errors distract readers from your message.

Run-On Sentences are independent clauses joined together without punctuation or a coordinating conjunction. *The manager hired Rahul for the position Ashok was transferred to the main office* is an example of a run-on sentence.

Sentence Fragments are incomplete sentences. To be complete, a sentence must have a subject and a verb, and it must make sense. *Because Human Resources hired twenty people* is an example of a sentence fragment. Although it contains a subject and a verb, the sentence doesn't make sense since the word *because* indicates the sentence is dependent on another clause to complete its meaning. The following sentence would be considered complete: *Because Human Resources hired twenty people, new office furniture had to be ordered.*

Read your document twice-once for grammar, and once for word meanings, comprehension, and flow. Reading the document out loud can also help you to identify errors and evaluate the tone of your document.

Effective Paragraphing

1. **Cover one subject per paragraph**, and begin each paragraph with a topic sentence stating what the subject is about. Focusing on just one clearly stated subject in each paragraph helps readers understand your message.

2. **Link ideas together by repeating words in sentences**. For example, look at both of these paragraphs, and see how repeating the words *campaign* and *cost* in the second paragraph makes the paragraph more coherent by linking ideas together.

Example:

Without repeating words: John suggested an aggressive marketing campaign for the new product. Direct mailings will be sent to all households in the target market, and this will be very costly. Additional funds were set aside for marketing this year by the corporate office.

With repeating words: John suggested an aggressive marketing campaign for the new product. *The campaign* will involve direct mailings to all households in the target market, and will be very costly. *The*

high cost will be partially offset by the additional funds set aside for marketing this year by the corporate office.
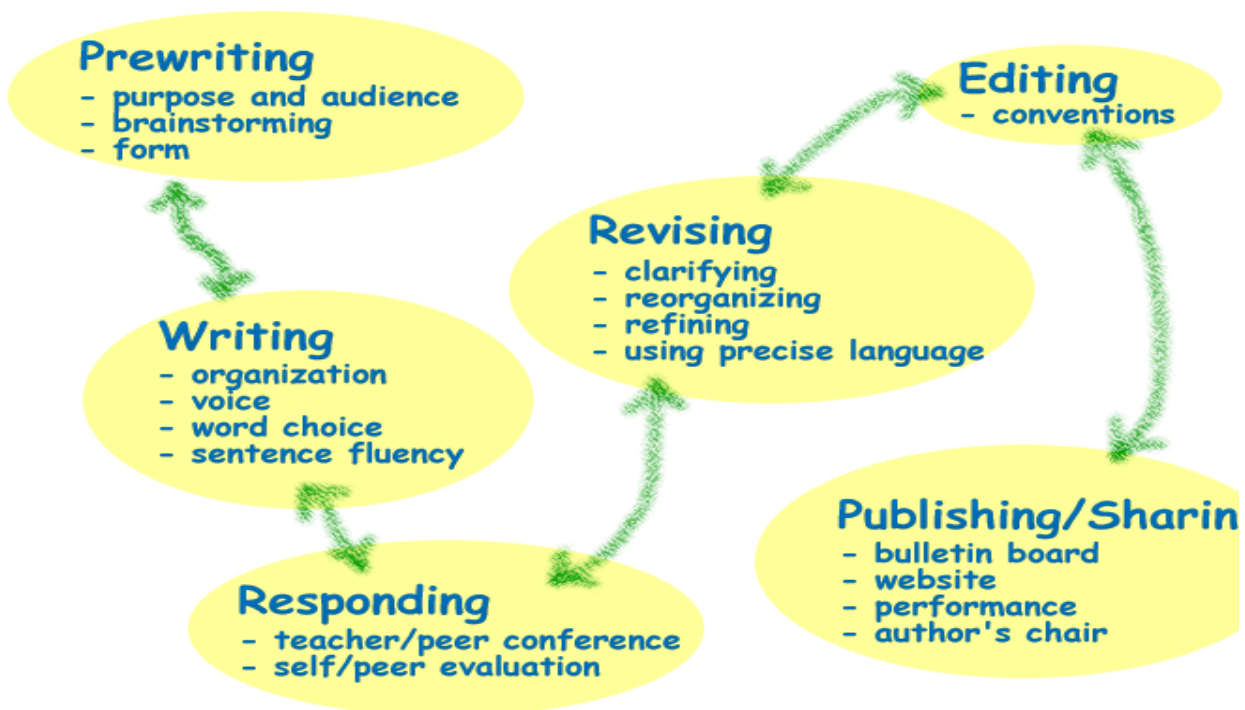
TECHNICAL WRITING PROCESS

Writing is a process that is made up of several different elements: Pre-Writing, Organization, Writing, Revising, and Editing. However, these different elements overlap with one another; they aren't separate stages. Successful writers are constantly going through these different elements. Skillful writers continually remind themselves of this process, and they constantly monitor their writing, re-engaging themselves with their work. Every writer follows his or her own writing process. Often the process is a routine that comes naturally and is not a step-by-step guide to which writers refer. Being conscious of your own writing process is especially helpful when you find yourself struggling with a particularly tricky piece. Here are five steps towards creating or identifying your personal writing process.

Stages of writing process:

1. Pre-writing stage
2. Writing stage
3. Post-writing stage

The Writing Proces

Prewriting
- purpose and audience
- brainstorming
- form

Writing
- organization
- voice
- word choice
- sentence fluency

Responding
- teacher/peer conference
- self/peer evaluation

Revising
- clarifying
- reorganizing
- refining
- using precise language

Editing
- conventions

Publishing/Sharin
- bulletin board
- website
- performance
- author's chair

Pre-Writing Stage

Pre-writing refers to the initial phase of the writing process in which a writer prepares and plans for their writing task before actually starting to draft the content. This stage is essential for organizing thoughts, gathering information, and creating a clear direction for the writing project. Pre-writing activities help writers overcome writer's block, improve the quality of their work, and make the writing process more efficient. Although pre-writing techniques can be helpful in all stages of the writing process, the following **six strategies** are best used when initially deciding on a topic:

1. Using experience and observations- When selecting a topic, you may also want to consider something that interests you or something based on your own life and personal experiences. Even everyday observations can lead to interesting topics. After writers think about their experiences and observations, they often take notes on paper to better develop their thoughts. These notes help writers discover what they have to say about their topic.

2. Freewriting- Freewriting is an exercise in which you write freely about any topic for a set amount of time (usually three to five minutes). During the time limit, you may jot down any thoughts that come to your mind. Try not to worry about grammar, spelling, or punctuation. Instead, write as quickly as you can without stopping. If you get stuck, just copy the same word or phrase over and over until you come up with a new thought. Writing often comes easier when you have a personal connection with the topic you have chosen. Remember, to generate ideas in your freewriting, you may also think about readings that you have enjoyed or that have challenged your thinking. Doing this may lead your thoughts in interesting directions.

Quickly recording your thoughts on paper will help you discover what you have to say about a topic. When writing quickly, try not to doubt or question your ideas. Allow yourself to write freely and without being self-conscious.

Once you start writing with few limitations, you may find you have more to say than you first realized. Your flow of thoughts can lead you to discover even more ideas about the topic. Freewriting may even lead you to discover another topic that excites you even more.

3. Asking questions- As you choose your topic, answering these questions can help you revisit the ideas you already have and generate new ways to think about your topic. You may also discover aspects of the topic that are unfamiliar to you and that you would like to learn more about. All these idea-gathering techniques will help you plan for future work on your assignment. The key to effective pre-writing is to use the techniques that work best for your thinking process.

4. Brainstorming- Brainstorming is similar to list making. You can make a list on your own or in a group with your classmates. Start with a blank sheet of paper (or a blank computer document) and write your general topic across the top. Underneath your topic, make a list of more specific ideas. Think of your general topic as a broad category and the list items as things that fit in that category. Often you will find

that one item can lead to the next, creating a flow of ideas that can help you narrow your focus to a more specific paper topic

5. Idea mapping- Idea mapping allows you to visualize your ideas on paper using circles, lines, and arrows. This technique is also known as clustering because ideas are broken down and clustered or grouped together. Many writers like tHis method because the shapes show how the ideas relate or connect, and writers can find a focused topic from the connections mapped. Using idea mapping, you might discover interesting connections between topics that you had not thought of before.

To create an idea map, start with your general topic in a circle in the center of a blank sheet of paper. Then write specific ideas around it and use lines or arrows to connect them together. Add and cluster as many ideas as you can think of.

6. Searching the internet- When you search the internet, type some key words from your broad topic or words from your narrowed focus into your browser's search engine (many good general and specialized search engines are available for you to try).

Then look over the results for relevant and interesting articles.

Results from an internet search show who is talking about the topic, how the topic is being discussed, and what specific points are currently being discussed about the topic. If the search engine results are not what you are looking for, revise your key words and search again.

Some search engines also offer suggestions for related searches that may give you better results.

Find Your Idea Ideas are all around you. You might draw inspiration from a routine, an everyday situation or a childhood memory. Alternatively, keep a notebook specifically devoted to catching your ideas as they come to you. Your own imagination is the only limit to finding your source of inspiration.

Build on Your Idea Two of the most popular methods of fleshing out your idea are free writing and brainstorming. Free writing means writing every idea that comes into your head. Do not stop to edit your mistakes, just let the ideas flow. Or, try brainstorming. If you're on a computer, try a manual process first to help you visualize your narrative: write your idea in the center of the page and work outwards in all of the different directions you can take your story.

Plan and Structure Piecing the puzzle together comes next. It's time to sort through your ideas and choose which ones you will use to form your story. Make sure you keep your notes even after your book is published – there may be the seeds for your next story as well.

Brainstorming: Brainstorming involves generating ideas and concepts related to the topic of the writing project.

Research: If the writing task requires information or data, writers often conduct research during the pre-writing phase. They gather relevant sources, facts, and statistics that will support their arguments or provide context for their writing.

Outline: Creating an outline is a structured way to organize the main points, arguments, and sub points of the writing. Outlining helps writers see the logical flow of their content and ensures that they cover all necessary elements.

- Make sure you understand your assignment.

- Decide on a topic to write about or narrow your topic.

- Consider who will read your work or who is your audience.

- Brainstorm ideas about the subject.

Writing Stage

Now you have your plan and you're ready to start writing. Remember, this is your first rough draft. Forget about word count and grammar. Don't worry if you stray off topic in places; even the greatest writers produce multiple drafts before they produce their finished manuscript. Think of this stage as a free writing exercise, just with more direction. Identify the best time and location to write and eliminate potential distractions. Make writing a regular part of your day. Clearly indicating the topic sentence that is being presented

1. Incorporating three to four important points in support of the topic sentence

2. Planning the logical sequence and presentation of these points

3. Adding an element of persuasion to the message

4. Concluding by reinforcing and summarizing the message

5. Here is where you are ready to actually write your piece using formal sentences and paragraphs.

6. Follow your prewriting and make sure you accomplish the goal of each section or paragraph. Use your prewriting as a checklist, and further develop your ideas and content as you write.

7. Be sure to write using proper sentence and paragraph structures and use transitions for flow. Think about what you are writing and if it makes sense.

8. Expand upon and explain your thoughts clearly and thoroughly so the reader knows exactly what you mean; never assume the reader knows what you are presenting. Insert your research, support, facts, and details (with citations, if necessary) to accomplish your goal. Get it all down on paper, from introduction to conclusion. At this point, just get the content down, as when you get to the rewriting part of the process, you can perfect how it reads.

RESEARCH (IF NEEDED) *SEARCH*

List places where you can find information. Do your research on primary and secondary sources. Make an Outline to help organize your research

- Step 1: Identify and develop your topic. ...

- Step 2: Do a preliminary search for information. ...

- Step 3: Locate materials. ...

- Step 4: Evaluate your sources. ...

- Step 5: Make notes. ...

- Step 6: Write your paper.

☐ Revision

Your story can change a great deal during this stage. When revising their work, many writers naturally adopt the A.R.R.R. approach:

Add: Have you given your readers all the information they need to make sense of your topic? If not, go back to your draft that you kept for additional information and any additional details.

Rearrange: Consider the flow, pacing and sequencing of your topic. Would the sequence be better served if some of the events occur in a different order?

Remove: After making additions to your topic, how is your word count now? Are your readers experiencing information overload? You may need to eliminate passages that don't quite fit.

Replace: The most effective way to revise your work is to ask for a second opinion. Do you need more vivid details to help clarify your work? Is one scene contradicting another? Ask friends or fellow writers to take a look and give you feedback, and if something isn't working rewrite it and replace it.

Editing

It's time to fine tune your manuscript line by line. Check for repetition, clarity, grammar, spelling and punctuation. Editing is an extremely detailed process and its best when performed by a professional.

Post-Writing Stage

We define post-writing as the step in the writing process where the written text is shared with other audiences, such as a peer-editor or the instructor or even with the general public. A final skill acquired is the ability to omit information that is not needed in order to communicate effectively.

The basic components of post-writing activities:

1. Re-read your story, make sure sentences make sense.
2. Add phrases to make the story flow smoothly (cohesion markers, pronouns, conjunctions).
3. Eliminate "fluff" (unnecessary or redundant details).
4. Proofread for spelling, vocabulary, grammar (checklist).
5. Edit your paper (peer-editing, post-teacher editing).
6. Share with audience (website, print, etc.).

Organizational Strategies

Writers choose an organizational structure that best suits their content. Common structures include chronological order, cause and effect, compare and contrast, and problem-solution, among others.

In order to make one's writing effective we need to follow several key elements like **precision, coherence, word selection, and the development of effective sentences**.

Precision:

Clarity: Precision in writing involves using clear and concise language to convey your message. Avoid ambiguity, vague terms, or unnecessary words that can confuse the reader.

Specificity: Use specific details, facts, and examples to support your ideas. Specific information adds depth to your writing and makes it more convincing.

Avoid Redundancy: Eliminate redundant words or phrases that don't add meaning. For example, instead of saying "free gift," you can simply say "gift."

Coherence:

Logical Flow: Ensure that your writing flows logically from one idea to the next. Use transitional words and phrases to guide the reader through your text.

Consistent Tone and Style: Maintain a consistent tone and writing style throughout your piece. Sudden shifts in tone or style can disrupt coherence.

Parallelism: Structure sentences and paragraphs with parallel elements for a smoother and more coherent reading experience. For example, in a list, maintain consistent grammatical structure.

Selection of Words:

Vocabulary: Choose words that are appropriate for your audience and purpose. Avoid overly complex language if your readers may not be familiar with it, and use specialized terminology when communicating with experts.

Connotation: Consider the connotations of words you use. Some words have positive or negative associations that can affect the reader's perception.

Word Economy: Select words that convey your meaning efficiently. Avoid unnecessary adjectives or adverbs when a simpler word suffices.

Developing Effective Sentences:

Variety: Use a variety of sentence structures to keep your writing engaging. Mix simple, compound, and complex sentences to create rhythm and flow.

Active Voice: Prefer the active voice over the passive voice for most of your sentences. Active voice tends to be more direct and engaging.

Conciseness: Eliminate wordiness and redundancies in your sentences. Get to the point without unnecessary filler.

Punctuation: Use proper punctuation to clarify sentence structure and meaning. Correctly placed commas, semicolons, and periods are crucial for effective communication.

Inductive Writing:

Inductive writing starts with specific observations or examples and then draws broader conclusions or generalizations from them.

Example: If you were writing about climate change, you might begin with specific data on rising global temperatures and then draw conclusions about the overall impact on the environment.

Deductive Writing:

Deductive writing starts with a general statement or hypothesis and then presents specific evidence or examples to support that statement.

Example: In a deductive essay about a scientific theory, you might begin with the theory itself and then provide evidence from experiments to support it.

Exposition:

Exposition is a type of writing that explains or informs. It presents information, facts, or explanations in a clear and straightforward manner.

Example: A textbook chapter that explains the principles of physics or a newspaper article that reports on a recent event are examples of exposition.

Linear Writing:

Linear writing follows a straight, chronological path, presenting information or events in a sequential order from beginning to end.

Example: A biography that starts with a person's birth and progresses through their life in chronological order is an example of linear writing.

Interrupted Writing:

Interrupted writing deviates from a linear or chronological structure by including interruptions or digressions. It may include side stories or additional information.

Example: In a novel, the main storyline might be interrupted by a character's flashback or a subplot that provides background information.

Spatial Writing:

Spatial writing organizes information based on physical or spatial relationships. It describes how elements are arranged in space or how they relate to each other in terms of location.

Example: A travelogue that describes the layout and features of different cities or a gardening manual that explains how to arrange plants in a garden are examples of spatial writing.

Chronological Writing:

Chronological writing presents information or events in the order in which they occurred, from past to present or from present to future.

Example: A historical account that describes events in the order they happened or a project timeline that outlines the steps to be taken is presented chronologically.

Post-Writing refers to the stage of the writing process that comes after the initial drafting and revising of a piece of writing. During this stage, the focus shifts from creating and refining the content to polishing and finalizing it for publication or presentation.

Editing: Editing involves reviewing and revising the written content for clarity, correctness, coherence, and style.

Proofreading: Proofreading is the process of carefully reviewing the text to catch any remaining errors or types. It is the final check before publication.

Formatting: Depending on the medium of publication (e.g., print, online, academic paper), formatting may be necessary.

Citation and References: If your writing includes references to external sources, you need to ensure that you've properly cited them using the appropriate citation style (e.g., APA, MLA).

Consistency: Check for consistency in terms of terminology, style, and formatting throughout the document.

Title and Headings: Ensure that the title accurately reflects the content, and make sure headings and subheadings are clear and well-organized.

Table of Contents: Create or update a table of contents if your document is long or structured with sections.

Peer Review: If possible, have someone else review your work for feedback and suggestions.

Paragraph Writing for Technical: Definition

The etymon of the word paragraph is basically rooted in the Greek language, composed of two fragments, viz., paragraphos meaning "written alongside" and graphein meaning "to write" respectively. In the Middle Ages, it carried the connotation of a sign U,and, now, it has undergone a considerable semantic change and has become a paramount segment of any kind of writing. According to J.E. Morris, "A paragraph is a unit of coherent ideas studded in various sentences."* Theodore A. Sherman says, "The function of a paragraph is to group together sentences that concern the same topic and combine to form a thought unit."[4] "A paragraph should embody," write Charles William Strong and Donald Edison, "one stage of the development of an idea. The standard paragraph begins with a topic sentence, a sentence that tells the reader what idea is to be developed in the paragraph. The idea is developed by logical division into its parts, by definition, by analogy with similar ideas, by comparison or contrast with other ideas, or by giving concrete examples of the idea.

Thus a paragraph is a combination of many sentences in the form of an independent unit, pregnant with meaning, having to borrow a sentence from Aristotle, the old Greek philosopher, though spoken of in respect of a tragedy, "a beginning, middle, and an end." In technical writing, which is now chiefly objective and which has very little to do with the fond likes or the visceral dislikes or the hubiristic arrogance of a writer, paragraph writing is of vital significance. However, where sentences alone in themselves form paragraph, objectivity is in itself bound to emerge. But such independent single sentence paragraphs rarely occur.

In any form of concerted and sustained writing such as essay, treatise, thesis, reports, etc., every paragraph epitomises a minutia of a big idea or complex theory. Every paragraph stands as a cog in a vast machine and helps the reader understand the complete idea bit by bit. Generally speaking, a paragraph has three inseparable constituents; first, a topic sentence that stands as a minor for the whole idea in the paragraph; second, connectives, which create proper subordination of ideas and clauses; and third, development, which includes the facts in a logical manner.

Methods: Inductive, Deductive, Chronological, Spatial, Linear and Interrupted

A technical writer is naturally expected to have much artifice and expertise to write effectively. Proper paragraphing is one of the devices which help him achieve this goal. Some quite feasible and well-known methods frequently used to organise a paragraph on logical and scientific lines run as under:

- Chronological method
- Spatial method
- Inductive method
- Deductive method
- Linear method
- Interrupted method

Chronological method implies exposition or organization of a paragraph in such a way as tells the historical background of an idea; spatial method stands for a detailed description of some idea; inductive method proceeds from a particular case to a general conclusion; deductive method tells about an object starting from a general proposition to its particular consequences; linear method deals with a case in a family-root-pattern; and, interrupted method skips over a detailed presentation of the past and exclusively deals with the synchronizing event.

Diction, Syntax, Tangibles, Connectors for Argumentative and Expository Writing: While organising a paragraph, proper care is also to be taken of other aspects, which not only embellish it but also make it meaningful and logical. Punctuation and syntax, diction, tangibles, connectors and classification are such essential aspects of a sentence as require an assiduous practice to write a paragraph. Good punctuation is vital to all good writing ; and for technical writing, it is paramountry needed, for it classifies the relationship between ideas is intimately linked with the use of connectives—conjunctions, prepositions, and other segments that closely bear this

proximity, as has been made sufficiently clear in the preceding chapter. Syntax deals with the structure of sentences in to simple, compound and complex pattern, parallel structure, introductory elements, restrictive modifiers, dangling modifiers (modifying wrong words), agreement and voice, already dealt with in foregoing account. For diction, a technical writer should inevitably follow the Fowlerian prescription, viz., *CFS:*

c—prefer concrete to abstract word;

f—prefer familiar to the far-fetched word;

s—prefer short to the long word;

s—prefer single to the indirect expression. But the above Fowlerian prescription is not sufficient to write effectively. In addition to the above, one has to know the following formula also:

C J' W wherein

c—avoid cliches (dead words);

j—avoid jargons;

j—avoid jingles (tongue twisters);

w—avoid wrong words. Tangibles are composed of the following:

O C P E wherein

o—objectivity

c—coherence;

p—pace;

e—emphasis. For achieving the desired effect of tangibles, constant practice of writing is needed on the part of the students.

In a chiselled and poised type of technical and scientific writing, connectors serve as an embellishing device. They become of different kinds as and when they are used in different situations. However, in their normal position, such connectors as—namely, specially, haplessly, eventually etc., are **illustrative connectors**; while, whereas etc., are **contrastive connectors**; hence, therefore, thereby etc., are **consequential connectors**; likewise, similarly etc., are **connectors of contrast**; equally, indeed, in fact etc., are **emphatic connectors**; in spite of, after all, yet, however, nevertheless etc., are **connectors of contrast**; shortly, presently, permanently etc., are **connectors of time**; and firstly, secondly, thirdly, finally etc., are **enumerative connectors**. Students are advised to use them accurately and meaningfully.

Paragraphs are the building blocks of a written piece, and they are essential for organizing and presenting ideas coherently. There are several types of paragraphs, each serving a specific purpose:

Introduction Paragraph: This paragraph sets the tone for the entire piece and introduces the main topic or thesis. It provides context and often includes a hook to capture the reader's interest.

Body Paragraphs: These paragraphs form the core of your content and present your main ideas, arguments, or points of discussion. Each body paragraph should focus on a single idea or aspect and include supporting evidence, examples, or explanations.

Transition Paragraph: Transition paragraphs help guide the reader smoothly from one idea to the next. They provide a bridge between different sections or ideas within your writing.

Conclusion Paragraph: The conclusion paragraph summarizes the main points or arguments made in the body of the writing and restates the thesis or main message. It often leaves the reader with a final thought or call to action.

Constituents of a Paragraph:

A typical paragraph consists of the following elements:

Topic Sentence: The topic sentence is the main idea of the paragraph. It states the subject and often provides a preview of what the paragraph will discuss.

Supporting Sentences: These sentences provide evidence, examples, details, and explanations that support and develop the topic sentence.

Transitions: Transitional words and phrases help connect sentences within the paragraph and create a smooth flow of ideas.

Closing Sentence: The closing sentence may reiterate the main point or provide a transition to the next paragraph.

ESSAY WRITING:

Essay writing is a common and important form of academic and non-academic writing that allows individuals to express their thoughts, ideas, arguments, and opinions on a particular topic. Essays come in various forms and styles, and they are used for a wide range of purposes, from educational assessments to conveying information or persuading readers.

Here are the key elements and steps involved in essay writing:

1. Choosing a Topic:

Select a topic that is interesting, relevant, and appropriate for the type of essay you are writing. Consider your audience and purpose when choosing a topic.

2. Research (if necessary):

If your essay requires factual information or evidence to support your points, conduct research to gather relevant data, statistics, quotes, or examples from credible sources.

3. Thesis Statement:

Develop a clear and concise thesis statement that outlines the main point or argument of your essay. This statement should be presented in the introduction.

4. Planning and Outline:

Create an outline that organizes your thoughts and ideas. This outline serves as a roadmap for your essay, helping you structure it logically.

5. Introduction:

The introduction should grab the reader's attention with a hook, provide some background or context, and end with the thesis statement that states the purpose and main argument of your essay.

6. Body Paragraphs:

The body of the essay consists of several paragraphs, each addressing a single point or aspect related to your thesis statement. Each paragraph should start with a topic sentence, followed by supporting evidence, examples, and explanations.

7. Transitions:

Use transitional words and phrases to connect ideas and paragraphs within the essay. This ensures a smooth flow of information and logical progression.

8. Counterarguments (if applicable):

Acknowledge opposing viewpoints or counterarguments and provide evidence or reasoning to refute them. Addressing counterarguments strengthens your overall argument.

9. Conclusion:

Summarize the main points of your essay without introducing new information. Restate your thesis and leave the reader with a thought-provoking conclusion or a call to action.

10. Revision and Editing:

Review your essay for clarity, coherence, grammar, punctuation, and spelling errors. Make necessary revisions to improve the overall quality of your writing.

11. Proofreading:

Carefully proofread your essay to catch any remaining typos or errors. It's often helpful to have someone else read your essay for a fresh perspective.

12. Final Draft:

Prepare a polished final draft of your essay, adhering to any formatting or style guidelines required by your instructor or publication.

13. Citations (if necessary):

If you have used external sources, ensure proper citation and referencing using the appropriate citation style

PRECIS WRITING

A precis is a summary. Precis writing is an exercise in compression. A precis is the gist of a passage expressed in as few words as possible. A precis should give all essential points so that anyone reading it will be able to understand the idea expressed in the original passage.

A precis writing is different from paraphrasing. In a paraphrase you should give all the details: you should not leave out any details. A paraphrase will be at least as long and sometimes longer than the original. A precis, on the other hand, must always be shorter than the original. It should express only the main theme that too as briefly as possible.

There are no rigid rules regarding the length of a precis. But as a general rule, it should not contain more than a third of the total number of words in the original passage.

Do's of Precis Writing

- Start your precis with the main idea so that reader can quickly understand the essence of the precis.
- He/she will know beforehand as to what should they expect in the written precis.
- While writing a precis, make a suitable environment where all the points can be described and discussed equally.
- As the main idea or the essence is established, you can follow it up with some methods, facts, points, etc.
- As a precis is concise, compress it and make sure that the length is available for you to retain the important data, keywords, and the concept.
- Removing the irrelevant data or sentence is as important as writing the relevant points.

- Thus, identify the superfluous data and facts and keep the core idea of the work only in the precis.
- If you are mentioning anything related to history or any historical data than make sure that it is written in the past tense only.
- Also, remember to put the purpose as to why you are writing a precis in the writing piece.
- This will help the reader understand what you wrote in the precis.

Dont's of Precis Writing

- A precis writing is a formal way of writing a shorter form of the given paragraph.
- So, even though you have read and understood the Precis well, do not form your own opinions.
- You cannot insert your own remarks and criticism in a precis.
- Always take the fact and data that is given in the paragraph only.
- Also, during a precis writing, you cannot insert a question. If for any reason you need to insert make it in the form of a statement.
- For a precis writing, avoid using contractions and abbreviations.
- Write the full form of any given words only.
- Avoid being jerky. This will show that you have not understood the passage properly and have started writing a precis.

Précis writing is a skill that involves summarizing a longer piece of text while retaining its main ideas, tone, and key points in a concise and coherent manner. Here are some strategies and steps to help you effectively write a précis:

Read the Text Thoroughly: Begin by reading the original text carefully. Make sure you understand the main ideas, arguments, and the author's tone and purpose.

Identify the Key Points: Highlight or make notes of the text's main ideas, important arguments, supporting evidence, and any key examples or illustrations.

Determine the Author's Tone and Style: Pay attention to the author's tone (e.g., formal, informal, persuasive) and writing style (e.g., descriptive, narrative, analytical). Your précis should reflect the same tone and style.

Note the Structure of the Text: Observe how the text is organized, including the introduction, body paragraphs, and conclusion. This will help you maintain the original structure in your précis.

Reduce the Length: Précis writing requires condensing the text significantly. Aim to reduce the length of the original text by 1/3 to 1/4 while retaining its core content.

Write a Thesis Statement: Create a clear and concise thesis statement that encapsulates the main point or argument of the original text. This will serve as the foundation for your précis.

Craft a Topic Sentence: Develop a topic sentence that introduces the overall theme or subject of your précis. This should align with the thesis statement.

Summarize Each Section: Break down the original text into sections or paragraphs and summarize each one separately. Ensure that you capture the main idea and any supporting details or evidence in your summaries.

Maintain Clarity and Coherence: While summarizing, strive for clarity and coherence. Use your own words to convey the meaning of the original text accurately.

Eliminate Unnecessary Details: Remove any superfluous details, examples, or anecdotes that do not contribute to the main ideas of the text. Focus on the essentials.

Use Precise Language: Be concise and use precise language. Avoid wordiness or redundancy in your précis.

Check for Consistency: Ensure that the tone, style, and vocabulary of your précis match that of the original text. Maintain consistency throughout.

Revise and Proofread: Review your précis for clarity, accuracy, and readability. Correct any grammatical or spelling errors.

Check Length and Format: Confirm that your précis is within the desired length limit. Follow any formatting guidelines provided, such as font size and margins.

Title you're Précis: Provide a concise title that reflects the content and theme of your précis.

Final Review: Before submitting your précis, give it a final review to ensure it effectively conveys the essence of the original text.

Paraphrasing

Paraphrasing is reading over a text and interpreting it in one's own words without changing the meaning of the original text. This excludes copying of text in any form. It is like grabbing the idea about a topic from another writer's work then transforming it into your own method of thoughts and words. Paraphrased material is almost equal to or slightly shorter in comparison to the original material. Paraphrasing is required sometimes to prove your point. It provides support and adds credibility to your own writing. It is also used to add depth to your work.

Paraphrasing is used:
When another writer's work has to be used.
When quotes are not used in the text.
When the ideas have a greater relevance than the style of writing.
When you want to simplify the work of another person.

Summarizing

Summarizing is the tool in writing which is used when you need the main idea of the text. It is a condensed form of the written text in your own words with only the highlights of the text. A summary is much shorter than the original text. It excludes the explanation of the text. Only the main idea or the basic information is included.

Summarizing is used to refer to work that culminates into the present writing that you are doing. It is sometimes used when you want to draw attention to an important point. It is also applicable when you want to distance yourself from the original text.

Summarizing is used:
When only the main ideas of the writer are to be identified.
When only an overview of the whole work is required.
When simplification is required.
When only the main highlights of the work have to be mentioned.

Reading Strategies

Essentials of effective Reading

Reading is an astoundingly complex cognitive process. While we often think of reading as one singular act, our brains are actually engaging in a number of tasks simultaneously each time we sit down with a book. Significance of reading are:

‣ Enhances vocabulary

‣ Enhances communication skills

‣ Keep your mind focused

‣ Enables to extract useful information efficiently within a limited time

‣ Improves critical thinking and develops sharp acumen

‣ Broadens imagination and enhances creativity

‣ Build confidence

Gathering ideas and information from a given text-

‣ Identify the main claim of the text

‣ Identify the purpose of the text

‣ Identify the context of the text

‣ Evaluating these ideas and information

Interpretation of the text:

‣ Examine what a text does to convey meaning.

‣ Focus on content and language to find out the underlying meaning

‣ Make thoughtful, evidence-based judgments about information in a text.

There are five aspects to the process of reading: phonics, phonemic awareness, vocabulary, reading comprehension and fluency. These five aspects work together to create the reading experience.

1. **Phonics**

   Phonics is the connection between sounds and letter symbols. It is also the combination of these sound-symbol connections to create words. If you think about it, letters are arbitrary. There is nothing innately bed-like about the written word "bed". It is simply the collection of letters and corresponding sounds that we agree constitute the word "bed".

2. **Phonemic Awareness**

   Phonemic awareness is closely related to phonics because both involve the connection between sounds and words. While phonics is the connection between sounds and letters, phonemic awareness is the understanding that words are created from phonemes (small units of sound in language). These may seem like the same thing, but there is a subtle difference in the two. Phonics is used only in written language because it involves letters. Phonemes are sounds only. While they can be represented using letters, they can also be simply the auditory sounds of words. Phonemes are most often learned before a child begins to read because they are centered on the sounds of language rather than written words.

3. **Vocabulary**

   In order to read words we must first know them. Imagine how frustrating and fruitless it would be to read this article if all of the words were unfamiliar to you. Vocabulary development is an ongoing process that continues throughout one's "reading life". Knowing the exact meaning of the word in a text always helps to understand the entire paragraph easily. Context clues provide another method for discovering new words. Context clues are the "hints" contained in a text that help a reader figure out the meaning of an unfamiliar word. Context clues are basically any item in the text that points to the definition of a new word.

4. **Fluency**

   Fluency is a reader's ability to read with speed, accuracy and expression. Thus it requires the reader to combine and use multiple reading skills at the same time. While fluency is most often measured through oral readings, good readers also exhibit this skill when they are reading silently. Fluency is intimately tied to comprehension. A reader must be able to move quickly enough through a text to develop meaning. If he is bogged down reading each individual word, he is not able to create an overall picture in his mind of what the text is saying. Even if the reader is able to move rapidly through a text, if he cannot master the expression associated with the words, the meaning of it will be lost.

Reading strategies

are techniques and approaches used to comprehend and process written information more effectively. Each strategy serves a specific purpose and can be applied depending on the nature of the reading material and the reader's goals.

Skimming:

Purpose: Skimming is used to quickly get an overview of the text, identify its main topics, and understand the structure.

Method: When skimming, you read headings, subheadings, the first and last sentences of paragraphs, and any bold or italicized text. You don't read every word but instead focus on key information.

Scanning:

Purpose: Scanning helps you locate specific information within a text, such as a particular fact, date, or keyword.

Method: When scanning, your eyes move rapidly over the text to find specific words or phrases. You don't read for comprehension but rather to pinpoint the information you're seeking.

SQR3 Method:

Purpose: SQR3 stands for Survey, Question, Read, Recite, and Review. It is a method for active reading and deeper comprehension.

Method:

Survey: Quickly look over the entire text to get a sense of its content and structure.

Question: Formulate questions about what you want to learn or understand from the text.

Read: Read the text carefully, actively seeking answers to your questions.

Recite: After reading a section, summarize what you've learned in your own words or answer your questions.

Review: Go over your notes, summaries, or answers to reinforce your understanding.

Muscle reading:

Texts offer knowledge and valuable information. Sometimes the value is so buried that extracting it requires skill and energy. Muscle reading is a three-phase technique you can use to accomplish that extraction. Each of the three phases has three steps

Before you read: Pry Out Questions

Step 1: Preview

Step 2: Outline

Step 3: Question

While you read: Root Up Answers

Step 4: Read

Step 5: Underline

Step 6: Answer

After you read: Recite, Review, and Review Again

Step 7: Recite

Step 8: Review

Step 9: Review again

Churning:

Purpose: Churning is a method of slow and deliberate reading used for complex or dense texts, such as academic articles or philosophical works.

Method: When churning, you read slowly and thoughtfully. You may pause to reflect, take notes, and reread sections to ensure full comprehension. It's a strategy for in-depth understanding.

Assimilation:

Purpose: Assimilation involves absorbing and integrating information from a text into your existing knowledge or mental framework.

Method: After reading, you actively reflect on how the information connects to what you already know. You may make mental associations or take notes to aid in assimilation.