
Process of Writing

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Producing the product

- **How do you write effectively?**
- **How to effectively produce the finished product?**
- *For some it is easy* - But for most it is difficult -
Thus, a structured, step-by-step
process/technique is essential in writing
- Process involves:
 - a.Prewriting
 - b.Writing
 - c.Rewriting

Writing process

1. Prewriting: the planning stage (25%)

- **Fix the audience** - who, level of understanding,
- **Determine objectives** - Clarity of objective – clarity in communication

Motivation for writing – external or internal

- *Communicate to persuade* – change opinions – proposal, flier, sales letter.
- *Communicate to instruct* – written instructions – give directions/rules/follow procedures
- *Communicate to inform* – sharing information – time of meeting/invitation for meeting/
- *Communicate to build trust* – motivate

EXAMPLE

Sub: Website implementation meeting

- *Please attend our first website implementation meeting on April 20, 11:00 am to 1 pm in room 204.*
- *To ensure productivity, I am asking that each of you prepare the following before our meeting:*
 - 1.
 - 2.- *This is an important meeting as without a website our company has fallen behind*
- *I have chosen you four employees for this project not only for your expertise but also because of your proven record of excellence*

- **Consider your audience:** Management, boss, subordinate, client, peer.....
- **Gather data – *what to say*** - content of correspondence – dates, names, costs etc
- Survey
- Internet
- Old reports
- Etc.

What data is required – techniques for planning your writing

Prewriting techniques

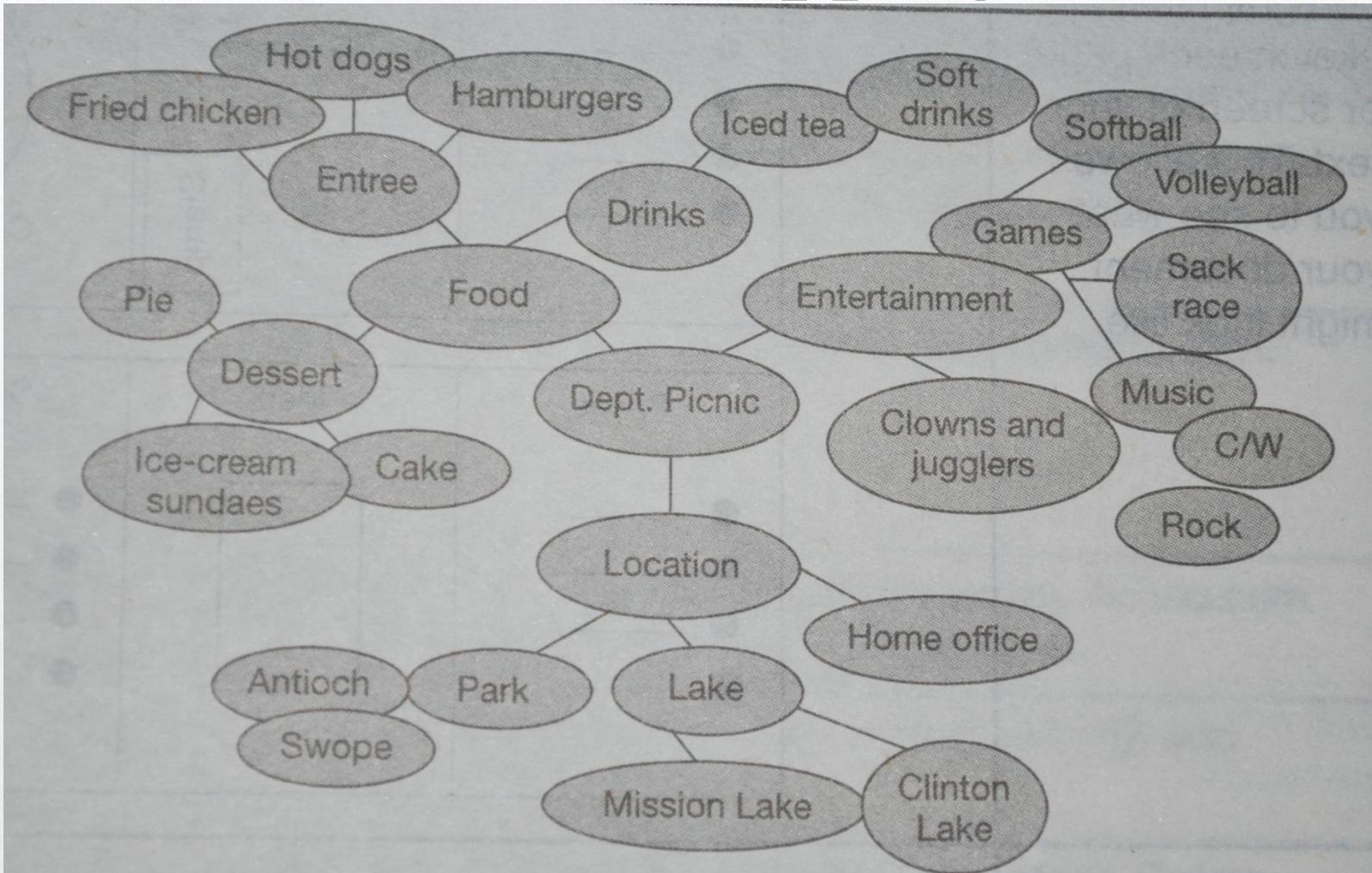
Different techniques

- **Answering the reporter's questions** – answer to *who (to whom)*, *where (address)*, *when (time of action)*, *what* – contents of correspondence
- **Mind mapping** – look at topic from different angles
- **Brainstorming** – Listing out suggestions on ideas in groups or individually
- **Branching** – sub-sections of the main topic – like a tree

Prewriting techniques

- **Flowcharting** – step-by-step procedure
- **Outlining** – traditional method – break topic in major or minor components
- **Storyboarding** – pictorial sketch of each page
- **Organizational charts**

Mind mapping



Outlining

1.0 The Writing Process

1.1 Prewriting

- Planning Techniques

1.2 Writing

- All-Purpose Organizational Template
- Organizational Techniques

1.3 Rewriting

2.0 Criteria for Effective Technical Writing

2.1 Clarity

2.2 Conciseness

2.3 Document Design

2.4 Audience Recognition

2.5 Accuracy

Story boarding

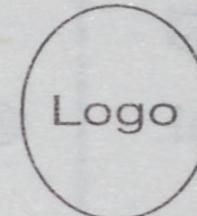
Product
Info

- _____
- _____
- _____
- _____

Address

Stamp

Product
Name

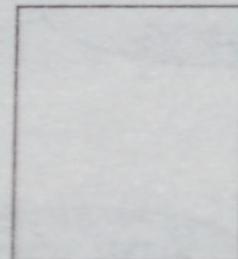


Contact
Info

Prices

- _____
- _____
- _____
- _____

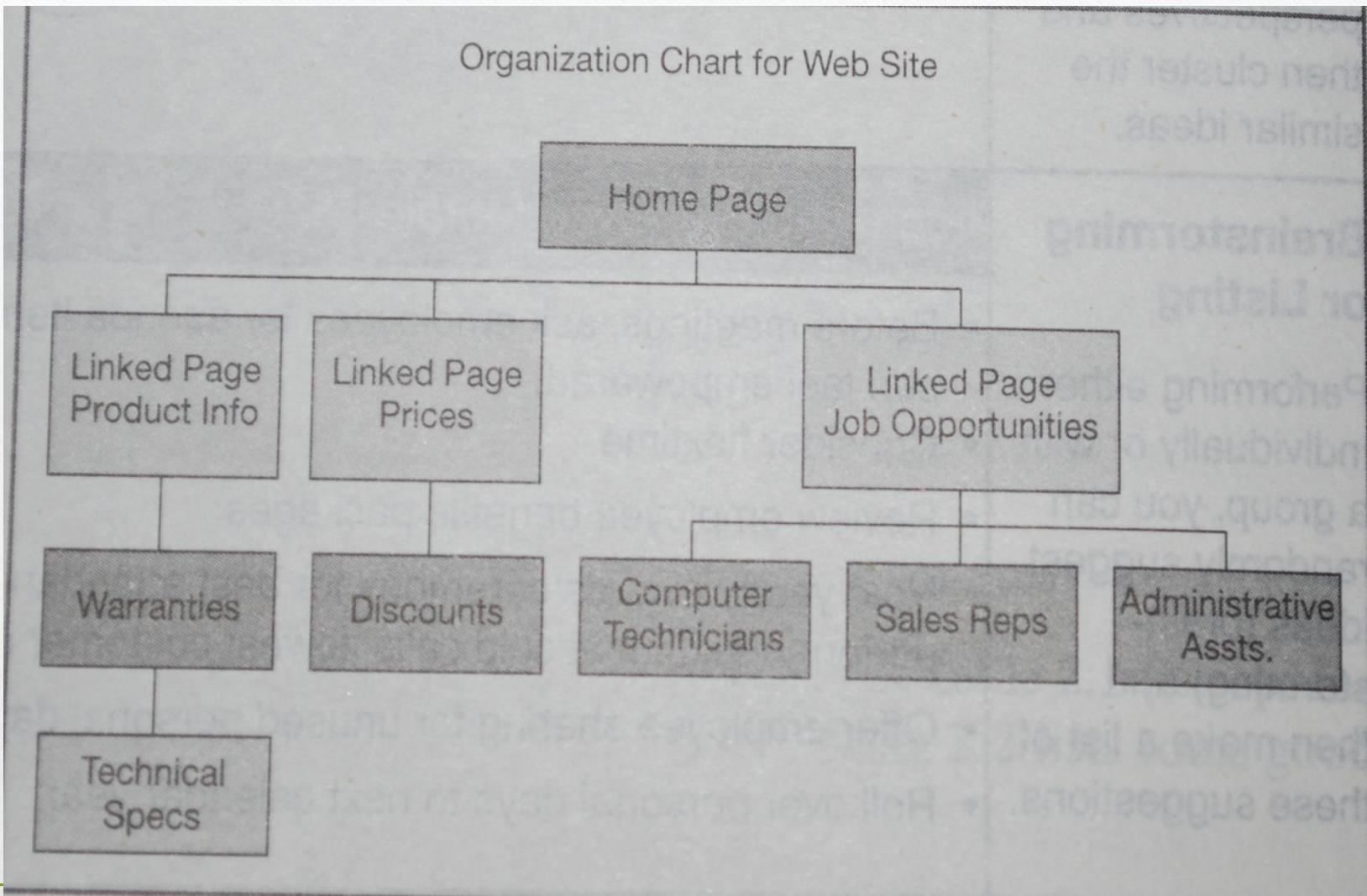
Map



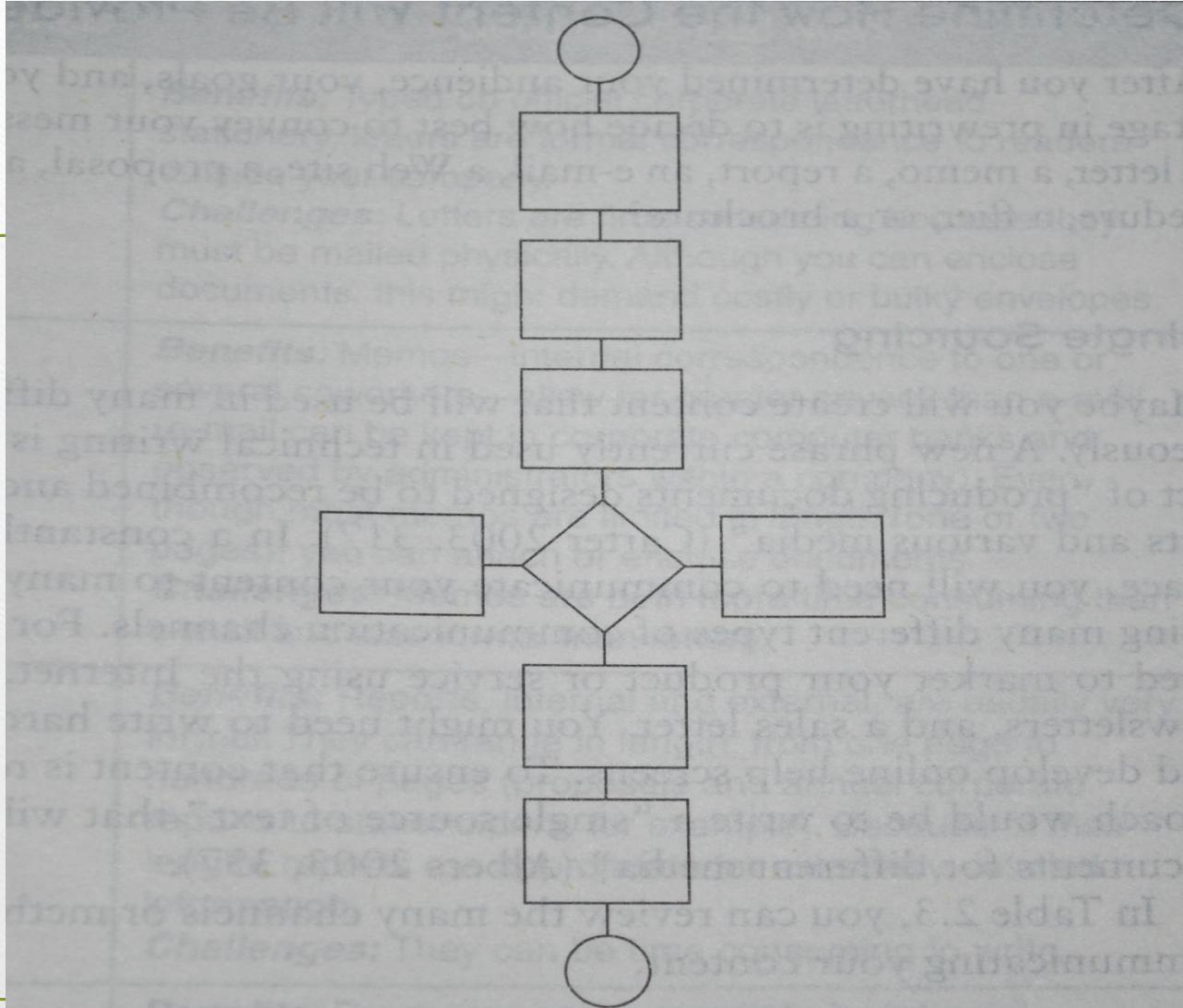
Services

- _____
- _____
- _____
- _____

Organization charts



Flowcharting



Writing

- Second stage – Writing the document –
25%

Organization - thoughts and data in easy-to-understand sequence – to lead the audience well –

- spatial,
- chronology,
- importance,
- comparison/contrast,
- problem/solution

- **Formatting of text**
- Important to make reports/documents readable
- Deciding on
 - sub-headings,
 - smaller paragraphs
- Uniformity in spellings, abbreviations
- Highlight key points
- Reference list/citation styles

Rewriting

- Way to perfect your writing (50%)
- Correcting/revising the draft
- Stage which ensures everything is just right
- It includes: ***Revision - 45%***
 - Add (*missing details for clarity*)
 - Delete (*dead words for precision*)

Rewriting

- Simplify (complex sentences, words)
- Move information (*Cut, paste, why?*)
- *Add tables instead of text).*
- Reformat (*use highlighting*)
- Change tone – *negative/positive (putting blame – squarely)*
- Grammar
- other errors
- Proof reading – 5%