**UNIT 4**

**Writing Skills**

**Course Objective:** To equip students with writing skills required for professional correspondence in different

contexts.

**Course Outcome:** Learn and apply various writing formats for effective communication.

**Model questions:**

1. What are the parts that you find in a paragraph? Explain
2. What is a descriptive paragraph? Explain
3. What is a narrative paragraph? Explain
4. What is an expository paragraph? Explain
5. What is a persuasive paragraph? Explain
6. What are cohesive devices? Give two examples
7. Write two sentences using ‘though’ and ‘inspite of’.
8. Write two sentences using ‘eventhough’ and ‘but’.
9. Write the format of a formal letter.
10. Write the format of an informal letter.
11. Choose the appropriate cohesive devices and fill the gaps.
12. Discuss the importance of cohesive devices in building a paragraph.
13. Explain in detail the types of essays.
14. Construct a paragraph on “Destiny of a nation is shaped in its classrooms.”
15. Write a letter to the principal for bringing about some improvement in the working of school library.

Topic: Rules for good writing and composition

Whether you’re writing an essay, a short story, a blog post, or even a letter to a friend or a college application; here are some qualities that can make your writings really stand out.

**Simplicity**

A good composition will always express things in the most direct and simple way. In case of languages like English, the same idea can be expressed in multiple ways and as a good writer; you should always aim for the simplest way to express your ideas.

**Unity**

For your writing to be considered as good, you are required to state your ideas in a meaningful and logical manner so that they seem connected. This quality is referred to as the unity or flow of your text. The flow of a good piece of writing is a smooth sail, rather than a road full of bumps.

**Focus**

A good piece of writing does not bombard its readers with unnecessary information and ideas, and is entirely focused on the central idea/plot of the writing. It makes sure that the readers don’t have to reread a portion or get lost in the details.

**Authority**

A good piece of writing always incorporates a sense of authority. The writer knows exactly what he’s talking about. A composition is good if the writer seems to be well-informed and credible about the subject that he’s discussing.

**Grammar**

Grammatical mistakes, spelling errors, and a weak proofreading are very likely to have a negative impact on your readers. Pay due attention to the grammatical correctness of your text.

**Word Choice**

A good piece of writing will always incorporate the most suitable and accurate words. Good word choice greatly contributes to the clarity and readability of your text.

**Conciseness**

This is an important quality that distinguishes good writing from bad writing. To be concise means to avoid unnecessary words and fillers because they distract your readers.

**Style**

Your writing style is what makes your writing unique and sets it apart from all the other writers. Writing style basically means the way that you present your text to the reader; your word choice, voice, and fluency all contribute to your writing style.

**Writing Form**

All writing is not the same and there are different forms of writing to which the writer needs to adapt his style and content. A good academic writer is not necessarily a good short story writer; similarly, someone great at blog writing might not do well with technical writing.

All these different forms of writing have a varying scope and requirements. In order to produce good writing, it is your job to understand these varying requirements and craft your writing in accordance with the form you’re writing for.

**Reader-Oriented**

Last but not the least, an important characteristic of good writing is that it’s reader oriented. It is important to know your audience and their needs and expectations from your writing. Whether your writing is to share an opinion, to educate your readers, or to provoke a thought; understanding your audience can greatly aid you in crafting a good composition.

To conclude, although there are no hard and fast rules that determine how good a piece of writing is; the above guidelines are generally accepted to be the cornerstones of good writing.

**Topic: Paragraph Writing**

**https://englishluv.com/types-of-paragraphs/**

Paragraphs are medium-sized units of writing, longer than sentences, but shorter than sections, chapters, or entire works. Because they connect the “small” ideas of individual sentences to a “bigger” idea, paragraph structure is essential to any writing for organization, flow, and comprehension.

**Parts of a paragraph**

Like other forms of writing, paragraphs follow a standard three-part structure with a beginning, middle, and end. These parts are the topic sentence, development and support, and conclusion.

Topic sentences, also known as “paragraph leaders,” introduce the main idea that the paragraph is about. They prepare the reader for the rest of the paragraph by stating clearly what topic will be discussed.

The development and support sentences act as the body of the paragraph. Development sentences elaborate and explain the idea with details too specific for the topic sentence, while support sentences provide evidence, opinions, or other statements that back up or confirm the paragraph’s main idea.

Last, the conclusion wraps up the idea. The content of the conclusion depends on the type of paragraph, and it concludes the thought.

There are many different types of paragraphs, depending on what you are writing:

**Descriptive Paragraph**:

Descriptive paragraphs describe a person, a thing or a theme, or an idea to the audience. All descriptive phrases utilize five senses such as smells, tastes, feels, looks and sound. The correct descriptive paragraph should paint a perfect picture to make the readers as if they were there. A descriptive paragraph is suitable for fiction writers.

**Narrative Paragraph**

The purpose of a narrative paragraph is to tell an event or a story. The author should arrange the events in the narrative paragraph chronologically. The narrative paragraph should have a central idea and the characters involved. You should provide enough description and set the stage for the reader to understand where they happened.

**Persuasive Paragraphs**

The persuasive paragraph is whereby the writer is offering his opinion on the topic or the subject. The purpose of having such a paragraph is to convince the reader. Such a paragraph should have facts and details to promote the author’s opinion. We can apply such paragraphs in editorial essays or speeches in different forms of writing. The primary goal of such writing is to achieve a reasonable level of persuasion.

**Features of a good paragraph:**

**Unity**

The unity is one of the main features of the paragraphs. This means that all the ideas presented in the paragraph are correctly related, so that it is easy for the reader to understand meaning.

**Consistency**

Consistency means that all the ideas presented in the paragraph respond to the same theme, thus creating an understandable meaning. To ensure consistency of a paragraph, the writer must constantly ask the following questions:

- Does this theme relate to the main idea of ​​the text?

- How does this topic relate to the idea presented in my paragraph?

**Cohesion**

Cohesion refers to the connections that exist between the ideas that make up a paragraph. This property of the paragraph can be achieved through various elements such as pronouns (avoiding unnecessary repetitions), prepositions, conjunctions, adverbs and connectors. The cohesive elements allow to give order to the paragraph, which can be chronological, of cause and effect, of contrast, among others. They also allow you to emphasize certain parts of the paragraph.

**Central idea**

Each paragraph should present a central idea, clearly stating the topic to be dealt with in it. Usually, the paragraph begins with a main idea, which describes in a nutshell what will be the content to be developed.

**Ideas of support and idea of ​​closure**

Paragraphs should present supportive ideas to develop the central idea of ​​the paragraph. Sometimes these ideas of support can be comparisons, descriptions or examples. In this way, the central theme of the paragraph is explained. Finally, a closing idea should be presented in which the paragraph is concluded.

**Adequate development**

The ideas of support allow to develop the central idea of ​​the paragraph. The development of the paragraph is adequate, that is, that describes, explains and supports the central idea.

**Topic: Usage of Cohesive Devices**

Cohesive devices, sometimes called linking words, linkers, connectors, discourse markers or transitional words. Cohesive Devices are words or phrases that show the relationship between sections of a text or speech or between paragraphs. Cohesive devices keeps the paragraph well organized and relate the ideas or points logically.

Here is a list of words and phrases used as cohesive devices:  
**Addition**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Coordinator** | **Paired** | **Subordinating** | **Transitions** | **Prep. Phrase** |
| And | Both...and | --- | In addition | In addition to |
|  | Not only...but(also) |  | Further more | As well as |
|  | Neither...nor |  | Besides\* | Besides\* |
|  |  |  | What's more | Apart from |
|  |  |  | Also | Aside from |
|  |  |  | On top of that |  |
|  |  |  | Moreover |  |
|  |  |  | Indeed |  |

**Examples:**Both/not only proteins and/but also vitamins are essential for small children.

* The film was neither well - made nor well-performed.
* I can play the piano apart from the guitar.

**Contrast**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Coordinator** | **Paired** | **Subordinating** | **Transitions** | **Prep. Phrase** |
| But | --- | Although, though | However | Despite |
| Yet |  | Even though, much as | Nonetheless | In spite of |
|  |  | Notwithstanding | Yet, even so | For all |
|  |  | No matter + question word | Nevertheless | Regardless of |
|  |  | However + adj./adv. | Still | Notwithstanding |
|  |  | Adj./adv. + though/as | Notwithstanding |  |

Examples:

1. Although he's very smart, he cannot pass his English class.

2. No matter how smart you are, you shouldn't underestimate your opponents.

3. He's very smart, he doesn't respect his friends though.

4. Regardless of age, anybody can ride this ride.

**Direct Contrast**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Coordinator** | **Paired** | **Subordinating** | **Transitions** | **Prep. Phrase** |
| But | --- | While | On the contrary | Unlike |
| Yet |  | Whereas | In contrast | In contrast to |
|  |  |  | On the other hand | Contrary to |
|  |  |  | Conversely | As opposed to |
|  |  |  | Contrarily While / whereas |  |

**Examples:**1. The winters are very wet here; whereas, the summers are very dry.

2. It was very hot yesterday, in contrast, it’s very cold today.

3. It's cold and windy today, on the other hand, it’s not raining.

**Result**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Coordinator** | **Paired** | **Subordinating** | **Transitions** | **Prep. Phrase** |
| --- | So/such ... that | --- | Therefore | As a result of |
|  |  |  | As a result of this | As a consequence of |
|  |  |  | As a result |  |
|  |  |  | So, this, hence |  |
|  |  |  | Consequently |  |
|  |  |  | As a consequence of this |  |
|  |  |  | Because of this |  |
|  |  |  | Accordingly |  |

|  |  |  |
| --- | --- | --- |
| Cause |  | Effect |
| Man's hunting whales in large numbers | Causes leads to results in is the result for is responsible for | the danger of their becoming extinct |
| Effect |  | Cause |
| Whales' facing extinction | is the result of is due to is a consequence of result from | man's hunting them in large numbers |

**For Example:**1. As a consequence of rising population, people now have to cope with heavy traffic.

2. It was such a great movie that I watched it three times.

3. The basketball team's introducing a talented young player resulted in winning more games.

**Purpose**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Coordinator** | **Paired** | **Subordinating** | **Transitions** | **Prep. Phrase** |
| --- | --- | So that | --- | In order to |
|  |  | In order that |  | To |
|  |  | For the purpose that |  | For the purpose of |
|  |  |  |  | For fear of |
|  |  |  |  | So as to |

**For Example:**1. I talked to the shy girl for the purpose that she wouldn’t feel isolated.

2. We all spoke in quiet voices for fear of waking the baby up.

3. She went to her husband’s office for the purpose of seeing him.

**Comparison**

similarly  
equally  
in the same way  
compared with  
like  
**Listings**

first(ly)  
finally  
in the first place  
then  
to conclude  
to begin  
next

**Giving Examples**

for example  
for instance  
such as  
as follows  
namely

**Generalizing**

in general  
generally  
in most cases  
most of the time  
on the whole

**Topic : Essay Writing**

An essay is a focused piece of writing designed for varied purposes. There are many different types of essay, but they are often defined in four categories: argumentative, expository, narrative, and descriptive essays.

Argumentative and expository essays are focused on conveying information and making clear points, while narrative and descriptive essays are about exercising creativity and writing in an interesting way.

## Argumentative essays

An argumentative essay presents an extended, evidence-based argument. It requires a strong thesis statement—a clearly defined stance on your topic. Your aim is to convince the reader of your thesis using evidence (such as quotations) and analysis.

Argumentative essays test your ability to research and present your own position on a topic. This is the most common type of essay at college level—most papers you write will involve some kind of argumentation.

The essay is divided into an introduction, body, and conclusion:

* The introduction provides your topic and thesis statement
* The body presents your evidence and arguments
* The conclusion summarizes your argument and emphasizes its importance

## Expository essays

An expository essay provides a clear, focused explanation of a topic. It doesn’t require an original argument, just a balanced and well-organized view of the topic.

Expository essays test your familiarity with a topic and your ability to organize and convey information. They are commonly assigned at high school or in exam questions at college level.

The introduction of an expository essay states your topic and provides some general background, the body presents the details, and the conclusion summarizes the information presented.

## Narrative essays

A narrative essay is one that tells a story. This is usually a story about a personal experience you had, but it may also be an imaginative exploration of something you have not experienced.

Narrative essays test your ability to build up a narrative in an engaging, well-structured way. They are much more personal and creative than other kinds of academic writing. Writing a personal statement for an application requires the same skills as a narrative essay.

A narrative essay isn’t strictly divided into introduction, body, and conclusion, but it should still begin by setting up the narrative and finish by expressing the point of the story—what you learned from your experience, or why it made an impression on you.

## Descriptive essays

A descriptive essay provides a detailed sensory description of something. Like narrative essays, they allow you to be more creative than most academic writing, but they are more tightly focused than narrative essays. You might describe a specific place or object, rather than telling a whole story.

Descriptive essays test your ability to use language creatively, making striking word choices to convey a memorable picture of what you’re describing.

A descriptive essay can be quite loosely structured, though it should usually begin by introducing the object of your description and end by drawing an overall picture of it. The important thing is to use careful word choices and figurative language to create an original description of your object.

|  |  |  |
| --- | --- | --- |
| **Essay type** | **Skills tested** | **Example prompt** |
| **Argumentative** | * **Forming an opinion** via research * Building an evidence-based argument | Has the rise of the internet had a positive or negative impact on education? |
| **Expository** | * **Knowledge of a topic** * Communicating information clearly | Explain how the invention of the printing press changed European society in the 15th century. |
| **Narrative** | * Creative language use * Presenting a compelling narrative | Write about an experience where you learned something about yourself. |
| **Descriptive** | * Creative language use * Describing sensory details | Describe an object that has sentimental value for you. |

**Topic: Letter Writing**

A letter is a type of written communication that can be written by hand or printed on paper. Everyone needs to know how to write a letter, whether it’s for professional or personal reasons. These letters may be short, informal emails at times. They’ll be well polished for corporate correspondence at other times. Today, printed letters are commonly used for professional or commercial communications, therefore knowing how to compose a letter for professional purposes is essential. It’s especially vital to write a letter appropriately if you’re sending a printed copy to the recipient rather than an email.

## What is a Formal and Informal Letter?

Let us have a look at some significant differences between formal and informal types of letters:

|  |  |
| --- | --- |
| **FORMAL LETTER** | **INFORMAL LETTER** |
| It is written for professional or business purposes | It is usually drafted for personal purposes |
| Completely formal writing tone is used | Casual and emotional writing style is common in this type of letter writing |
| It should be precise and to the point | Informal letters can be lengthy |
| **Example**– Clients, College or Institute | **Example**– Relatives or Friends |

## Types of Letter Writing

**There are different types of Letter Writing** in a broader spectrum of formal and informal letters.

* **Business Letter:**This letter is written for business purposes containing information like quotations, orders, claims, complaints, letters for collection, etc. These letters are extremely formal and follow a proper structure
* **Official Letter:** This letter is written to inform offices, branches, subordinates. These are for official information like rules, regulations, events, procedures, etc
* **Social Letter:**A social letter is a personal letter written on the occasion of a special event. This includes invitation, congratulatory letter, condolence letter, etc
* **Circular Letter:** A circular letter announces information to a large number of people. The letter is circulated to a large group to share information on change of address, change in management, the retirement of a partner etc.
* **Employment Letter:** It is the type of letters that are written for employment process like joining letter, promotion letter, application letter, etc

## Formal Letter Writing

While writing a formal letter, it is mandatory to stick to the format and follow a subtle and professional tone as these letters are written for official purposes and contain a professional issue to talk about. Following is a **format** of formal letter writing:

* **Sender’s Address**: Mention the complete and accurate sender’s address in the top left section.
* **Date:**It is mandatory to put in the date just below the address.
* **Receiver’s Address:**The appropriate address of the receiver has to be mentioned in the similar order of sender’s with the exact designation of the concerned person.
* **Subject:**Subject is basically a one-line summary of the issue that is mentioned in the letter. It should be written very briefly within one line.
* **Greetings:**Keeping in mind that it is a formal letter, the salutation must be formal and respectful. You can use Sir or Madam in this case.
* **Letter Body:**It is the most important part of the letter. You can divide the content into two or three paragraphs as per the details. It should be formal and to the point.
* **Signature:**While closing the letter, you can use ‘Yours faithfully’ and then mention your name in the end.

**Model Formal Letter**

### **Write a Letter to the Editor**.

B-24/76

Geeta Colony

Delhi-56

21 December 2022

To

The Editor

National Daily

Delhi-88

Subject: Water logging in the locality

Sir/Madam,

Through the weekly column of your esteemed newspaper, I want to bring it to the kind notice of Municipal Corporation that the local residents of our area are facing a lot of difficulties from the past few weeks because of water logging.

Keeping in view the upcoming monsoon season, the situation is expected to get worse. Due to the logging, not only has the water supply been disrupted but the stagnant water has also become a breeding ground for mosquitoes which is leading to many fatal diseases. Even after submitting multiple requests, municipal authorities have paid no heed to our complaints.

Hence, through this letter, I would like to draw your attention to this issue. Hopefully, through your paper, our problems will be addressed by the concerned authorities and our matter will be solved as early as possible.

Thanking you,

Yours truly,

Sachin Sinha

[President, RWA, Geeta Colony

## Informal Letter Writing

As such, there is no strict format for writing an informal letter but it is advised to follow the usual pattern. As mentioned above, an informal letter is written to friends, relatives, classmates, etc., Here is a general pattern of informal letter writing that you can follow:

* **Address**: Begin the letter by writing your address on the left-hand side of the sheet. It is mandatory to mention the address so that the receiver can reply back and it is written on the top left.
* **Date:**Immediately after the address, the date has to be written. It is compulsory to write and it should be in an expanded format.
* **Salutation:**Be it informal or formal letter writing, you should greet the person you are writing the letter to. For example, if you are writing a letter to your friend then, you can use ‘Dear Kaysha’.
* **First Paragraph**: Since it is the introductory paragraph, you can start by asking about their well being in a lighter and casual tone.
* **Second Paragraph:** This is the main body where you can state your affairs. You can use a friendly tone for friends but if you are writing to an elderly relative, the tone should be polite and subtle.
* **Third Paragraph:**It is the last paragraph where you have to summarise the message you wanted to convey through the letter. Conclude it with a goodbye message followed by a short statement mentioning that you await the reply.
* **Signature:**While signing off, you can use a phrase like Yours affectionately, Best regards, With love etc.

**Model Informal Letter**

### **Write a Letter to your Friend.**

AG-482/12

Shalimar Bargh

Delhi-88

20 December 2022

Dear Himanshu,

How are you? I hope you are good. Mother and father are doing well these days. How are uncle and aunt there? I hope they are of good health as well.

As summer break is approaching, I am hoping that we can go for a summer camp together. The camp is in Rishikesh and many of my friends will be accompanying me as well. The duration of the camp is 2 nights and 3 days and it includes a lot of activities like bungee jumping, river rafting, river crossing, etc. There will be DJ nights along with a bonfire. We will go for sightseeing in the city. To add a cherry on the cake, we will also go for trekking!

I hope you are equally excite about this camp as I am. Looking forward to spending the summer vacation with you. Eagerly waiting for your reply. Pay my regards to uncle and aunt.

Yours affectionately

Aakriti

Email

* Email is one of the most widely used forms of communication both in and out of the workplace.
* Because of its speed and efficiency, you will likely use email in some capacity no matter your role or industry.
* You can write professional emails for a variety of reasons. For example, you might need to recap an important meeting, exchange information, relay an important update, or send a letter of introduction.
* A well-composed email provides the recipient with a friendly, clear, concise and actionable message.

Guidelines for Effective Business Emails

**Open with a proper salutation:** Proper salutations demonstrate respect and avoid mix-ups in case a message is accidentally sent to the wrong recipient. For example, use a salutation like “Dear Ms. X” (external) or “Hi Barry” (internal).

**Include a clear, brief, and specific subject line:** this helps the recipient understand the essence of the message. For example, “Proposal attached” or “Electrical specs for project Y.”

**Close with a signature:** identify yourself by creating a signature block that automatically contains your name and business contact information.

**Avoid abbreviations:** an email is not a text message, and the audience may not find your wit cause to ROTFLOL (roll on the floor laughing out loud).

**Be brief:** omit unnecessary words.

**Use a good format:** divide your message into brief paragraphs for ease of reading. A good email should get to the point and conclude in three small paragraphs or fewer.

**Reread, revise, and review:** catch and correct spelling and grammar mistakes before you press “send.” It will take more time and effort to undo the problems caused by a hasty, poorly-written email than to take the time to get it right the first time.

**Reply promptly:** watch out for an emotional response—never reply in anger—but make a habit of replying to all emails within twenty-four hours, even if only to say that you will provide the requested information in forty-eight or seventy-two hours.

**Test links:** if you include a link, test it to make sure it works.

**Email ahead of time if you are going to attach large files:** audio and visual files are often quite large; be careful to avoid exceeding the recipient’s mailbox limit or triggering the spam filter.

**Give feedback or follow up:** if you don’t get a response in twenty-four hours, email or call. Spam filters may have intercepted your message, so your recipient may never have received it.

**Sample e-mail**

From : alangabc@gmail.com

To :amalpaul@gmail.com

Subject Line: UX Research Contract Opportunity

Hello Amal,

I hope this message finds you well. I’m reaching out today because I’m managing an application redesign project here at ABC Company and seeking a skilled UX research contractor to help analyze several sets of usability testing data.

This is a three-month project beginning February 1st, and we estimate it will take roughly 15 hours per week. All work can be completed remotely, but you’re welcome to use our workspace.

Please let me know if you’re interested in this project and we can set up some time to discuss the details further. I look forward to hearing from you.

Sincerely,

Alan Goto

User Experience Director

ABC Company, Inc.