



**Business English Co-Teach Series 2**  
**Module 18**



# General Guideline

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# Writing Styles

## 22-Mar-2013

# Styles of Writing

## 4 Writing Styles:

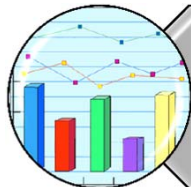
- Persuasive
- Comparative
- Evaluative
- Descriptive



Persuasive



Comparative



Descriptive



Evaluative

## Tips on Persuasive Style

- **Persuasive style** can also be called argumentative. This brings out the essence of convincing skills, this utilizes reasoning and logic to convince the reader and show him/her the reason why one idea is preferred over the other.
- These generally use sound reasoning and solid evidence by giving logical reasons, stating facts, using examples, and quoting experts.
- It tries to persuade the reader to adopt a certain view point or to take a particular action as compared to the other.
- **The following are few ways to support your argument in persuasive style :**
  - State Facts
  - Provide Statistics
  - Quotes
  - State Examples



Persuasive

## Tips on Comparative Style

- Comparative style demonstrates the differences and similarities between two topics.
- Comparison and contrast thinking is used when the individual has to decide and make a choice between two similar alternatives. Eg: which job to accept, which place to relocate, or whether to go to Goa or Kerala for a holiday etc..
- To draft this, the writer will have to infer what are the various
  - Commonalities and differences.
  - Which one of them is more significant?
  - Discuss the less significant first,
  - followed by the more significant.



Comparative

## Tips on Descriptive Style

- Descriptive style contains detailed descriptions about a subject or a concept. These are used when the writer needs to describe a thing, an emotion or a picture. This would help him/her to list the way they see, think and feel about the subject to be described.
- The style should be as if the individual is selling the idea or the concept to another person. It portrays as if he/she would be paid if they imagine the point of description



Descriptive



## Tips on Descriptive Style(Cont.)

- Descriptive contains the following areas:
  - What you want to describe/ who you want to describe?
  - What is your reason for writing your description?
  - What are those specific qualities you want to focus on?
- Revising your writing:
  - Have you provided enough details and descriptions that enables the readers to gain detailed and vivid perception?
  - Certain details might be minor but are important?
  - Do the paragraphs focus on one aspect of the description?

## Tips on Evaluative Style

- Evaluative style is about thinking and evaluating the subject. The writer forms a view point and presents it to the readers in a manner that makes them agree to what is intended.
- Evaluative style can be used in various aspects. Eg: book or a movie reviews, you can also use it to describe a work process. These can be used to evaluate employees and employers; we evaluate the annual report, the financial documents etc.



Evaluative

## Tips on Evaluative Style(Cont.)

- Tips
  - In general, it includes various paragraphs, each bringing out an argument or information backing and assisting the main statement.
  - Each part of the writing should concentrate on a main point, one may use many evidences or facts supporting that idea
  - Some points which counter the arguments may also be portrayed but refuted with sufficient reasons to make a strong stand.
  - The writing should end with a valid and sensible conclusion.



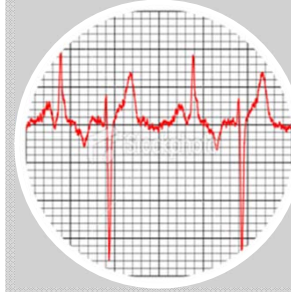
Ideas &  
Content



Structure &  
Organization



Conventions



Sentence  
Fluency



Word Choice

## 5 Pillars of Writing

## Ideas and Content

- Be clear about what you want to write. There should be a sense of purpose in your writing, and it is important to be focused in your approach.
- Your writing should focus around a **central idea** and other details supporting it.

## Structure and Organization

- Structure the content well. There should be a clear transition from one ideas to another, the flow to the writing should be present.
- There should be a noticeable beginning in the form of an introduction, a informative body and a powerful ending to your writing, i.e., **an introduction, body and a conclusion/summary.**



## Conventions

- Follow accepted writing conventions with respect to Punctuation. For example, the use of commas, apostrophes, question mark, full stops, etc.
- Capitalize at the start of sentences.
- Be careful with your spelling.

## Sentence fluency

- A sentence only makes sense if there aren't any grammatical errors. Try and avoid these as much as possible.
- Be careful in constructing your sentences. **Always use short sentences. The longer the sentence, the more the possibility of making grammatical errors.**

### Sentence Fluency:

- Did I use proper sentences?
- Do the sentences begun in different ways?
- Did I use some long and some short sentences?
- Is there proper transition in my writing?

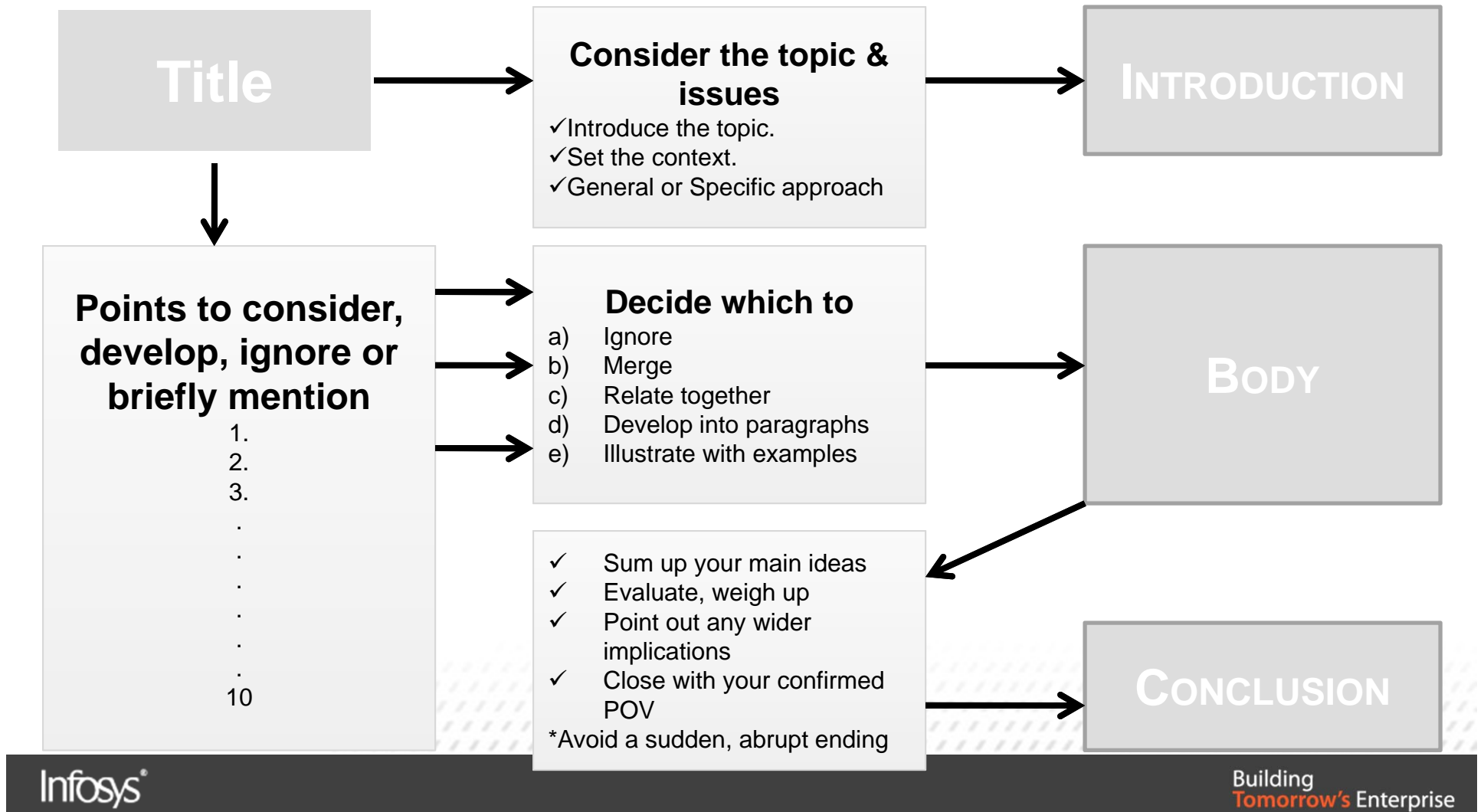


## Word choice

- Always explore different ways of saying things.
- **Be precise, and don't beat around the bush. Don't say in 50 words, what can be said in 10!**
- It always helps if you can use new words which show the range of your vocabulary.

### Word Choice:

- Can the reader infer what each of the words mean?
- Have I used a variety of words?
- Have I tried to repeat words too many times?



## Put me in the right Bucket

- Fresh Food Vs Canned Food
- White tiger is a great book
- My cat has blue eyes
- Global climate change is made by man
- Harry Potter series is one of the best, I have ever read
- Spectacles Vs Contact lenses
- An apple a day keeps the doctor away
- My watch has three colors with a leather strap
- Soft skills add value to an individual
- Star movies Vs HBO
- This weekend let us go bowling instead of dancing
- Infosys campus, Mysore
- Bollywood Vs Hollywood
- Teens should be allowed to decide on their own



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