

ESSENTIAL WRITING SKILLS: BUILDING A STRONG FOUNDATION

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Objective

To introduce the importance of writing skills in academic and professional settings.

Introduction: Writing Skills

- Writing skills are an important part of communication.
- Good writing skills allow you to communicate your message with clarity and ease.
- Writing skills are specific abilities that help writers put their thoughts into words.
- They enable a writer to write in a meaningful form to mentally interact with the message.

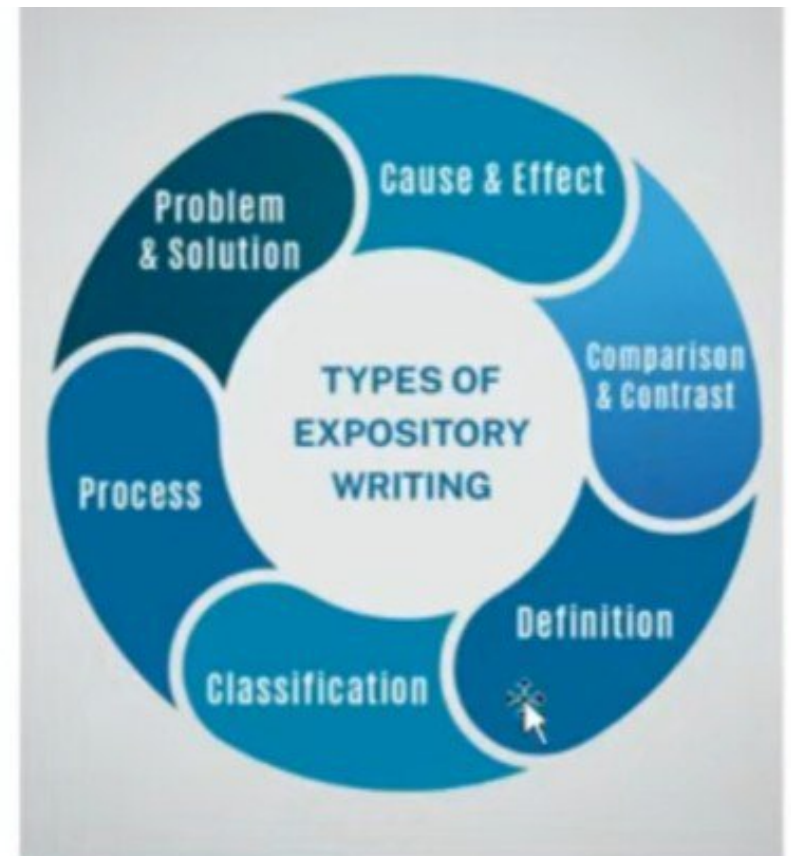
Kinds of Writing Skills

- Expository Writing Skills
- Persuasive Writing Skills
- Narrative Writing Skills
- Descriptive Writing Skills

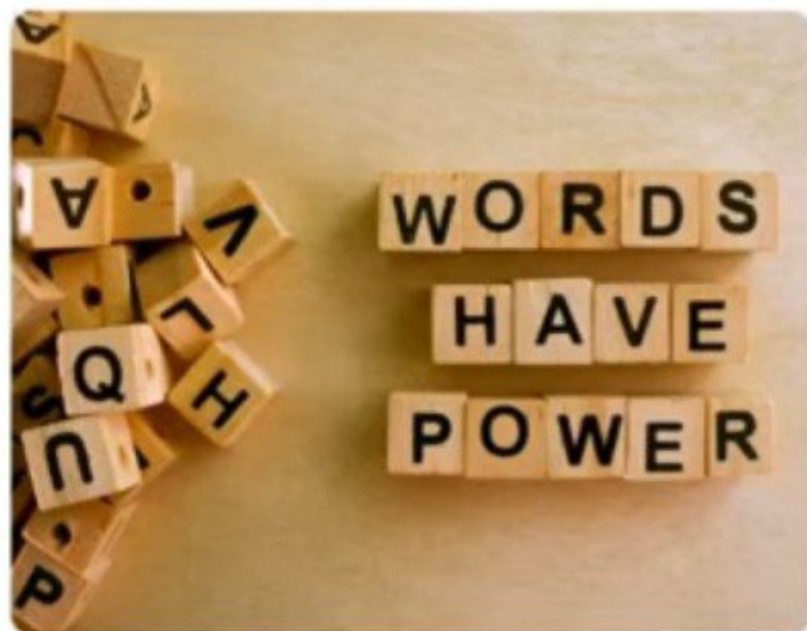


Expository Writing

- It aims to inform, explain, clarify, or define a subject to the reader.
- Usually explains something in a process.
- Is often equipped with facts and figures
- Is usually in a logical order and sequence
- Examples: articles, technical writings, academic essays



Persuasive Writing



- Equipped with reasons, arguments, and justifications.
- The author takes a stand and asks you to agree with his or her point of view.
- It often asks for readers to do something about the situation (this is called a call-to-action).
- Examples: Advertisement copy, editorials, book reviews, and persuasive essays.

Descriptive Writing

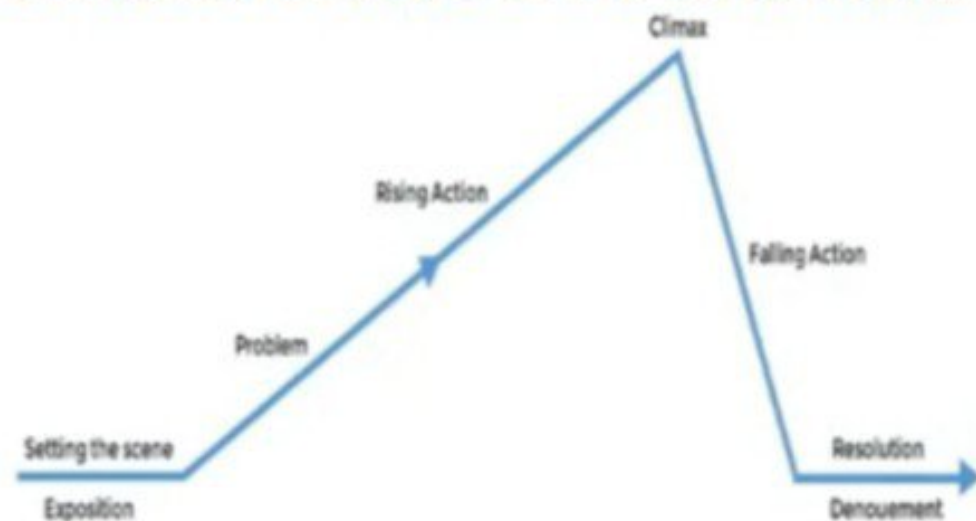
- It is often poetic in nature.
- It describes places, people, events, situations, or locations in a highly detailed manner.
- The author visualizes what he or she sees, hears, tastes, smells, and feels.
- Examples: Creative writing including essays, character sketches, travel writing, etc.



Narrative Writing

- Has characters and dialogue
- Has definite and logical beginnings, intervals, and endings.
- Often has situations like actions, motivational events, and disputes or conflicts with their eventual solutions.
- Examples: Personal essays, fairy tales, short stories, novels, plays, screenplays, autobiographies, and histories.

STRUCTURING A NARRATIVE



Importance of Writing Skills

- Good writing skills allow you to communicate your message with clarity and ease
- The communication takes place with a far larger audience than through face-to-face or telephonic conversations.



Rules of Effective Writing

- Audience and Format
- Composition and Style
- Grammatical Errors
- Tone



Audience and Format

- Choose the appropriate format
- Format and audience define how formal or relaxed the tone of writing should be.
- The readers/recipients, should be able to define the tone as well as aspects of the content

Purpose

The reason or goal that you have for writing about your topic

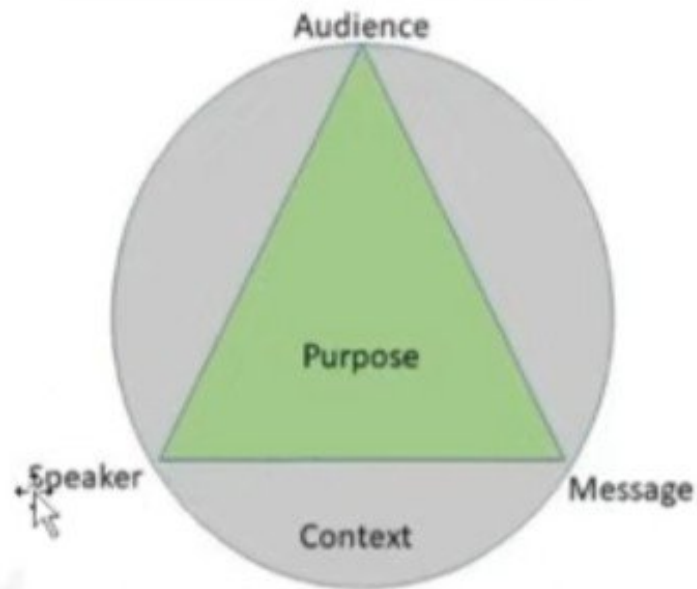


Audience

The specific people that you are writing for



Composition and Style



- Start with your audience- The reader should be introduced to the subject.
- Create an outline- Outlines help in identifying which steps to take in which order
- Use the rhetorical triangle- The message should engage the audience.

Grammatical Errors

- Make sure to have subject, verb, and tense agreement.
- Sloppy and poorly written communications could reflect a negative image.



Tone

- Use non-discriminatory language that is free of religion, age, race, ethnicity, and sexual prejudices.
- When addressing faults or issues, always maintain a professional tone **I**

Common Errors

- Use of apostrophe I
- Use of active voice
- Do not switch tenses very often
- Proofread for accuracy
- Do not use multiple punctuation marks.

E.g.: !!!

Conclusion

- Keep objectives in mind and research well about the topic before you write.
- What you write will ultimately define you as a professional to others
- Think about the type of audience before you write.



Thank You!