

EFFECTIVE WRITING (1)

THE WRITING PROCESS

Chapter 6

The Writing Process 1

- **The writing background**

- Purpose
 - ▣ What are your objectives?
- Readers
 - ▣ Who is your message aimed at?
- Context
 - ▣ Why is your message necessary?

The Writing Process 2

□ The Writing Plan

- List
 - ▣ Ideas in random order
- Mind map
 - ▣ Visual map of ideas
- Outline plan
 - ▣ Main topics in sequence
- Detailed plan
 - ▣ Main topics with notes

The Writing Process 3

- Structure

- Opening
 - Why message is being sent
- Information
 - Information in a clear sequence
- Action
 - What you want to happen next
- Close
 - Polite ending to build relationship

The Writing Process 4

☐ Writing

- ☐ Start from an outline plan.
- ☐ Find a quiet place to work.
- ☐ Take a break if ideas dry up!

The Writing Process 5

☐ Revision

- ☐ Careful revision is essential.
- ☐ 'Cooling-off' period helps.
- ☐ Get a second opinion.

The Writing Process 6

□ Presentation

- Aim for an attractive, balanced layout.
- Use a legible font.
- Charts or graphs can add interest.
- A well-presented document is a winner!