

Assignment-1.

Q. Explain basic patterns of organisation in technical communication.

Solⁿ

- 1) Spatial Organisation - It refers to organisation by place. It is also known as spatial order or order of place. It is the simplest logical organisation that technical writers may use to structure information. This logical pattern involves process of dividing subject based on how they are arranged in space.
- 2) Chronological organisation - It refers to narration of events in order of their occurrence. Beginning with the first event and then moving on to the next. It is very easy to use as one does not have to think what will come next and order is obvious.

3) General / Specific Organisation :-

General to Specific or deductive logical order is the most common logical organisation. It involves process of moving from general statement to specific one.

4) Specific to general organisation -

It is also known as inductive logical order. It is the opposite of general to specific structure. It is objective and scientific logical technique, used by scientists. In this logical organisation specific details come first and generalised later.

5) Order of increasing importance -

Organising in order of increasing importance is quite popular. Business writers and presenters use in several oral and written forms.

6) Order of decreasing importance -

It is opposite of order of increasing importance. Least important details come at last and important comes first.

7) Empathic organisation -

It is the modified version of organisation listing increasing order of importance. Abstract / short summary is added in beginning.

Assignment - 2.

Writing Strategy is for online -

The seven step process for creating successful social media plan is as follows:

1) Determining your goals -

Before starting, you need to ask yourself, what do you want to get out of your social media efforts?

If you don't have a well-defined goal, it will be almost impossible to get anything out of your social media efforts.

2) Which social media platform to use? -

Choose platform that suits your strategy and will help to

achieve your goal. Criteria which will help is

Audience → Time → Resources

3) Create and complete your profile -

You need a completed profile which tells your visitors that you are a professional and serious about engagement.

Your profile name should be consistent with the brand image you want to position.

Keep 3 things in mind while writing a bio:

- 1) Be personal and not corporate.
- 2) Use keywords relevant to audience.
- 3) Tell them what you have done instead of who you are.
- 4) Create and curate your content -

create - You create the content you want to share with your followers.

curate - You select, select and present content that is relevant to your audience but not created by you.

b) Pick your posting plan -

- Start with few basic post types: plain text posts, images, quotes, links and videos.
- Choose one type as your regular post type and see if it works for your audience.
- Keep mixing up post types and identify one that works well.

c) Analyse and optimise -

Jump into stats, optimise your posts and things to get most out of your posts.

7) Automate and engage -

Use advanced tool to automate your posts, listen to audience and talk to them.

Writing Strategies for print media -

- 1) Get them hooked from beginning -
Working around a good opening line is an easy writing strategy to implement. Without solid opening line, it can be difficult for reader to get hooked to whole matter.
- 2) Sincerity and authenticity -
Internet has been telling a lot of other people what they should do and how they should do it.
- 3) Show your audience what you mean -
For too many writers, today settle for telling their readers what they should be experiencing.

4) There is a lot of value in outlines -
Many writers don't use outlines
even when they are part of
text about writing writing composition
class ever offered.

5) Write because you want to have
fun -
This writing strategy cannot be
overstated in its importance.
It's easy to fall into trap
or frame when you are
writing.

6) Pushing on the dialogue -
Using dialogue to move forward
a story is effective when
done correctly.

7) Picturing in visual landscapes -
Visualisation must be maximised
for it to be a successful
experience for a reader.

8) focus on clarity -

You put down look when something was out of your plan for a specific reason. It was confusing. Be as transparent as possible.

Rishi Joshi C-1



ASSIGNMENT - 3

Editing -

It involves a proactive reader making changes and suggestions that will improve overall quality of your writing.

Some points to keep in mind -

- Overall quality of content improved.
- Clearer expressions.
- Errors and inconsistencies removed.

Proofreading -

Is subtler than editing

The process of noting / counting surface errors such as spellings or punctuation. It is the last step in preparation of any document.

Important points of proof reading -

- Spelling, grammar and styling mistakes eliminated.
- Consistent grammar, language and formatting.
- Perfects already good writing
- cheaper than editing.