

week10 reading

Importance of Effective Written Communication in addition to creating a connection with your audience, you need to consider the lasting impact of what you write. Connection(连接) - Good written communication forms a connection between the reader and the writer. Clarity(清晰) - Effective written communication is clear and easy to understand. Cause(原因) - The cause or reason for writing needs to be clear to both the writer and the reader, including any specific actions you need from your audience. The Five Cs of Effective Written Communication Good written communication **sticks to the point** and doesn't meander around or include lots of extraneous(无关的) information. Correctness(正确性) -What Is Effective Written Communication? To be effective, the written communication should use the correct tone, inoffensive language, and appropriate grammar. Effective written communication has a clear purpose, and that purpose is communicated to the reader. The kind of tone depends on the audience and purpose of the writing. Use the Correct Tone for Your Purpos Do not overuse clichés, jargon, and expressions or try to impress with big words. How to Make Your Writing Communicate Effectivel Effective written communication stays on topic. Using an active voice will strengthen your writing. Have Someone Proofread(校对) Your Writing It is a good idea to have someone else proofread your writing before you send it.