

What matters should be taken into consideration while thinking about aim and audience? How do they help in effective communication?

The writer must be clear about his/her aim in preparing a document if she/he wants the document to fulfill the intended effect. The writer's aim in writing a paper may be to explain, to instruct, to recommend, to persuade (convince), to protest, to reject and so on. The selection of details, organization and presentation are different according to these different aims. For example, the description of a fire extinguisher will be sharply different from an instruction on how to use it. If a writer is writing an instruction for its use describes it instead, no reader can follow the guidelines for using it. This example shows that even when the subject is same, the objective of writing governs the organization, language and style of a document.

For communication to be successful, the writer should know the reader's needs and interest. Therefore, the aim or objectives of a writing or document are formulated according to the reader's aims. The writer should evaluate what the reader wants to do after reading the paper. After both the writer's purpose in preparing a document and the reader's purpose in reading it are determined, the writer should think about evaluate whether all the readers are ***alike or they are a mixed group, what they already know about the subject, what they need to know, their attitudes to the writer and the topic, and their psychological and physical context.***

On the basis of prior knowledge, the audience can be divided into three categories:

- I. Technical
- II. Semi-technical
- III. Non-technical

The writer writing for technical audience can use technical shorthand, a lot of acronyms and jargons. The writer should use less of them when writing for semi-technical audience; and s/he should be as plain as possible when the report is intended for non-technical audience. Attain, if the audience is of mixed type, the writer can choose the level of complexity by determining their lowest common knowledge. Besides, it is also desirable to know the choices, preferences, and prejudices of the reader while writing a document. Similarly, the writer should ascertain the capacity and intellectual level of the readers before writing. This helps the writer to choose the proper rate of unloading information. Moreover, it is good to know if the reader reads the document in a peaceful library, a noisy laboratory or in a cramped corner beside a machine because, style and complexity should be different in each of these situations if the communication is to be successful.

How can step-wise plan be made to make writing effective?

OR

What are the normal stages to be followed before writing/preparing/turning out an actual document?

Writing cannot be done at once if it is to be effective. Actual writing is done after a process of careful planning and conscious preparation. This process of planning and preparation cannot be rigidly laid down for everyone to follow. Individual writers can make their own plan and can have their own

process, but good writing must follow some planning. In general the following steps can be taken into consideration:

At first, the writer should analyse his/her aim. The writer's aim may be to explain, to describe, to construct, to warn, to protest etc. in each of these situations, although the subject may be the same, the document produced will be sharply different. After determining the objective, the writer then should analyse the audience. Again, the choice of style, use of technical acronyms and jargons will be determined by the type of audience. The writer should make a rough plan of the document, consisting of major headings, and key words, concepts and phrases that are to be used in different chapters. All these activities done before the actual writing is started can be called pre-writing activities.

When the processes mentioned above are followed through, the writer can do the actual writing. But what is written in the beginning can rarely be a final document, possessing all the qualities that a good document has. Therefore, **in the next stage**, it is advisable to make a synopsis and discuss it with friends, so that the side-issues and gaps in the writer's thought can be detected. **Only then** can the draft of the text be prepared. Drafting can be smooth and speedy if it follows a good planning. While preparing the draft, it is not necessary to be worried about the nitty-gritties of grammar and punctuation and style. Drafting should be done slowly and it is better to do the work in short time spans rather than completing the whole work in single sitting.

When the draft is ready, a lot of work is already over. However, it doesn't mark the end of the writer's efforts. After the draft is completed, it is good to leave it for some time and revisit it after some days. Such practice enables the writer to make good review of the style, organization, strengths and weaknesses of the text. Finally editing should be done. At this stage, the writer should check the logical development of ideas, organization and layout of information, grammar, punctuation, and other elements of style. When all the corrections are made, the text can be printed afresh and distributed.