Soft Skills

Lecture 23

Advanced Writing Skills

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Characteristics of Advance Writing

- ✓ Conceptualizing
- ✓ Researching
- ✓ Drafting
- ✓ Revising

Aims and importance

Aims

✓ to convey ideas

✓ To inform or to explain

Importance

▪ Writing reveals ones personality.

▪ Writing represents one even in absence.

▪ It reveals one's notion of correctness and standards of language.

▪ It serves as record.

Informative and Persuasive writing

Persuasive:

-Explains opinions and not facts

- argumentative

-Convinces readers

--reader centered

Effective Writing

➢**Features**

❑ Directness

❑ Easy to understand

❑ Choice of words

    -Use words as per your needs.

    -Use adequate words to achieve your purpose.

Outline

➢Main Point

➢Supporting points

➢Restatement

Some examples

❖ You will do me a personal favor by submitting the report before 5 P.M. tomorrow.

❖ Please submit the report to me no later than 5 P.M. tomorrow.

Organization

Nine Basic Patterns:
➢Direct Plan

➢Indirect Plan

➢Order of importance

➢Chronology

Contd.

➢ Problem-solution
➢ Causal: cause to effect, effect to cause
➢ Spatial
➢ Structure/function
➢ Topical

Organization

Direct plan

✓ Routine

✓ Neutral

✓ Pleasant

✓ SVA, Active &You tone

Contd.

- Congratulations! Your proposal for the workshop has evoked interest among students. We advise you to send your lecture topics and journey plan.

Indirect plan

✓Unpleasant

✓Negative

- Delayed opening, reasons for negative message, positive ending

❖ Thank you for your letter of application for the position of computer programmer. You are right that we are one of the largest organizations. Because of the size and reputation of our organization, we review the education, background and other characteristics of the candidates.

Order of Importance

- ✓ State the most important reason first
- ✓ State the second most important reason
- ✓ State the least important reason

I recommend Mr. X for the position of H.R. Manager. He has great communication skills. He has the ability to know people's needs. He can take initiatives and manage people well.

Chronology

❖Most useful in resume
❖Accident reports
❖Instructions and directions

2006   Graduated from Galgotia Institute of Management in Finance.
2008   Masters in Finance and Accounts.
2009   Diploma in Company Secretaryship.

Problem Solution

❖First message deals with the problem and the second with the solution.

❖Helpful in development of readers' understanding and retention.

Causal

From cause to effect and vice versa

Pali as a language seems to lose its significance by 60 percent. The reason is the decreasing number of users.

Spatial

❑Geographic pattern

❑The sales of our product seems increasing in the north and south while it seems decreasing in the east and west.

Structure

This pattern describes the structure first and function next.

Compensation and benefit
Training and development
Labor relations

Topical

Categorical Pattern

Topics or subjects broken into subtopics or categories

Contd.

➢Companies prefer CS to content. Hence candidates having exposure to spoken skills get easily selected.

➢More and more geniuses are joining the world of teaching. The lucrative pay scales and other facilities have attracted their attention.

Secret of Effective Writing

"True Ease in Writing comes from Art, not Chance,
As those move easiest who have learn'd to dance."
— Alexander Pope