# Writing Skills

**DIGITAL MARKETING** 



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# Writing Skills

#### What are Writing Skills?

Writing skills are specific abilities that help writers put their thoughts. into words in a meaningful form and to mentally interact with the message.

# 5 Important Writing Skills

- 1. Strong grammar skills: It happens to most of us. You have a great idea that popped up in your mind. But just because of a poor grasp of spelling or grammar skills, you may fail to express your ideas and convey the message convincingly and correctly. Try to use auto spell-checkers to aid with correct grammar and spelling usage.
- 2. Research: While writing reports or creating marketing copy or proposals, you may come across a topic you don't know much about. Your ability to research, find suitable information, and pick up only relevant information quickly plays a crucial role in creating effective reports and other written business communication.
- 3. Technical writing skills: If your job entails working on instructional and supportive documents for technology-related tasks, having dependable technical writing skills becomes essential. These skills are necessary to convey complex technical information in a user-friendly manner.
- 4. Collaboration and communication: Writing is an art. And art often seeks collaboration to explore ideas, express your thoughts, and convey a message through writing. Thus, whether it's creative writing or business writing, you must be able to work effectively in a team. Assessment skills and active listening can lead you toward building a positive rapport with your customers and colleagues.
- 5. Word Processing Software: Most employers nowadays require using certain word processing programs, collaboration apps, and file-sharing services. Find out the popular apps and software and try to get a hold of their working and features.





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### **How to Improve Writing Skills**

- 1. Make use of wide vocabulary: While you are practicing your writing skills, you will find yourself repeating some words.
- 2. Instead, make use of varied vocabulary, synonyms, and antonyms to make the content fresh, effective, and readable.
- 3. Write for your audience: This applies to everyone whose job role requires business writing skills. Whether you are writing a blog or drafting an email to your client, having a strong understanding of the intellectual and reading levels of your target audience will help you tailor your text accordingly.
- 4. Creativity: People are always bombarded with more information online and offline every day. This often makes your readers fickle, especially when they are forced to read 10-page long reports or manuals. Thus, it's your chance to show your creativity and present the same information in fewer words without affecting the credibility and meaning of the content.
- 5. Edit and proofread: The first draft is never perfect. Whether you are just starting or have years of experience, every writer needs to edit and proofread their content. Try to write down your ideas and relevant information in the first attempt. Go with your natural creative flow. Don't pause to edit and correct your mistakes as you can do it later on.

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#### 4 - Step Writing Process

The four steps of the writing process are:

- 1. Prewriting
- 2. Writing
- 3. Revising
- 4. Proofreading
- 1. Prewriting: This process can include reading, taking notes, brainstorming, and categorizing information. Prewriting is the most creative step and most students develop a preferred way to organize their thoughts. Stream-of-consciousness writing, graphic organizers, outlines, or note cards are popular techniques.
- 2. Writing: The actual writing stage is essentially just an extension of the prewriting process. The student transfers the information they have gathered and organized into a traditional format. This may take the shape of a simple paragraph, a one-page essay, or a multi-page report. Up until this stage, they may not be exactly certain which direction their ideas will go, but this stage allows them to settle on the course the paper will take.
- 3. Revising, or editing is usually the least favorite stage of the writing process, especially for beginning writers. Critiquing one's own writing can easily create tension and frustration. Revising can include adding, deleting, rearranging, and substituting words, sentences, and even entire paragraphs to make their writing more accurately represent their ideas.
- 4. Proofreading means examining your text carefully to find and correct typographical errors and mistakes in grammar, style, and spelling.





## **Activity**

- 1. Write a summary of any paragraph you read from a Newspaper/Books/Website etc.
- 2. The activity should be practiced for a duration of 15 days.