

## WRITING SKILLS

### Note making

Note making is an advanced writing skill which is acquiring increasing importance due to knowledge explosion. There is a need to remember at least the main points of any given subject. Making notes is a complex activity which combines several skills.

**These are few points which are to be kept in mind while making notes:**

- Indent the notes properly
- Use of abbreviations
- Heading / Title (should be 3 – 4)
- Sub heading (should be 3-4)
- Key at the end of the note (It should be enclosed with a box)
- Don't include all the information present in an article or paragraph.
- There should be no grammatically correct sentences in the notes.

One thing to note here is that, note making is one of the highly scoring part in your English examination provided you get an easy article. Don't panic if you don't, just read it twice or even thrice depending upon your grip over the language.

Once you are fine and are able to grasp the main points of the article, just jot them down somewhere and bingo! There you go with your notes. Just arrange them using the format mentioned above and you're done.

### How to make notes:

- Read the passage carefully.
- **Heading**  
what is the main idea of the passage? Frame a heading based on the central idea and write it in the middle of the page.
- **Subheadings**  
How has the main idea been presented and developed? Are there two or three subordinate/associated ideas? You can frame subheadings based on these.
- **Points**  
Are there further details or points of the subtitles that you wish to keep in these notes? Indent, i.e., suitably space and number.

All subheadings should be written at a uniform distance from the margin.

- **Indenting**  
All points should also maintain the same distance away from the margin.

**Note: Do not write full sentences.** And use abbreviations wherever necessary. Read below for more help on abbreviations.

### Help with abbreviations

1. Use standard abbreviations and symbols as far as possible:

a. **Capitalized first letters of words**

e.g. U.P., U.S.A., U.K., U.S.S.R., etc.

b. **Common abbreviations**

Sc. (for science), Mr., Mrs., Dr., Govt., etc

c. **Common symbols**

e.g., : \, ∴, +ve, -ve, ® (leading to), ↑ (rising), ↓ (falling), =, etc.

d. **Measurements and Figures**

e.g., : 100', 100", 100 kg, 1000 mm, 100ml, etc.

Making your own abbreviations:

a. Keep the main sounds of the word. For example, edn. (education), prog. (programme)

a. Retain the suffix so that later when you are going over the notes you may recall the full form of the word —e.g., ed'nal (educational), prog've (progressive).

Caution

a. **Do not** get over-enthusiastic about abbreviations. **You should not** abbreviate every word. One abbreviation in point is enough.

a. As a general rule, the heading should not be abbreviated. You may use abbreviations in subheadings.

**Your notes should look like this:**

Heading							
1. Subheading							
1.a Point 1							
1.b Sub-Sub heading							
1.b.1 Sub Point 1							
1.b.2 Sub Point 2							
1.c Point 1							
2. Subheading 2							
2.a Point 1							
2.b Sub-Sub heading							
2.b.1 Point 1							
<table border="1"> <thead> <tr> <th>Key</th> </tr> </thead> <tbody> <tr> <td>abbr. - abbreviation</td> </tr> <tr> <td>avt. - aviation</td> </tr> <tr> <td>fmly. - family</td> </tr> <tr> <td>pnt. - point</td> </tr> <tr> <td>engg. - engineer</td> </tr> </tbody> </table>		Key	abbr. - abbreviation	avt. - aviation	fmly. - family	pnt. - point	engg. - engineer
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**Note-taking methods:**

There are a number of different ways to take notes, and it is best that you use the method you feel most at ease with. However, there are four general ideas that could help you to improve your note taking:

- Use white space to separate major ideas.
- Try to limit your notes to one concept or section per page.
- Use abbreviations and/or symbols where possible to avoid long sentences.
- Write down the information in your own words.

**1. The Cornell Method:**

The Cornell Method is based on two columns: one containing the keyword or concept, and the other containing the description or notes associated with the keyword or concept. This method can be used while listening to the lecturer. In the right hand column, you can list the main ideas or write a paragraph and then on the left hand side note the keyword or concept that relates to your section of notes. At the bottom of the page you should write paragraphs summarizing the information contained in the notes.

**2. The Outlining Method:**

This method involves writing a series of topics and sub-topics, and identifying them by indenting the text, numbering the lines, or using a dash or bullet point.

**3. Mind mapping:**

A mind map is a diagram in which ideas, concepts and images are linked together around a central concept, keyword or idea.

**4. The Charting Method:**

Charting is effectively a table of rows and columns. The top row normally classifies the concept with descriptions or keywords listed in the row below.

**5. The Sentence Method:**

With this method you simply write every new concept or topic on a separate line. You can also number the information if you wish. It is recommended that you use some form of visual aid to group related points together.

## Report writing

In the world of business, what is a report writing and report writing types is considered the most research-based and qualified form of report writing that simplifies business process and modules and creates a better understanding of the data and facts included for the target audience.

To write a report in the best form there is indispensable need to gain a proper understanding about each of its element.

Writing a report though requires a special skill set, but an experienced writer with proper understanding of how to write a report can equally justify this special area of writing.

Before writing your report, here is a run through of all you need to know about report writing.

### What Is Report Writing?

Report Writing is a well-organized writing process that needs enough skill, research, and details.

This report writing process is usually time-consuming and often requires a detailed research for which the report writer may have to visit places, meet people and find a solid conclusion at the end of the day to write a good report.

Use of report writing is to explain a matter or issue and inform higher authorities to help them take a right decision or action in regards to the matter or issue.

There is a little room for creativity in the report writing structure as the main focus is to enlighten the readers about a matter or issue and make the whole thing self-explanatory for easy understanding.

Report Writing is the primary tool of media personnel through which they pass on specific information about an incident or topic.

Apart from the media usage, report writing is required in various sectors like corporate, government, politics etc.

To offer a better understanding, learning about the essence of this form of writing – ‘The Report’ is very important.

### **Report:**

A report is a methodical, well planned document which outlines and evaluates a subject or problem, and which may include:

- The record of an order of events
- Explanation of the implication of these events or facts
- Evaluation of the facts or results of research presented
- Discussion of the consequences of a conclusion or course of action

- Conclusions
- References

### **Reports must always be:**

- Correct
- Crisp
- Clear
- Well-Structured

### **How to Write a Report**

1. Select unique topic that you enjoy.
2. Research the topic using books and reputable online sources. Be sure to cite all of them.
3. Prewrite your report. Write a thesis statement and create an outline.
4. Write your report. Start with an introduction, and then move on to supporting body paragraphs. Write a conclusion and cite your sources.
5. Finalize your report. Proofread it, and have someone else read it too. Read it aloud, and come back to it after a few days.

#### **1. Select unique topic:**

- **Visit the library.** Libraries are an excellent place to find information. Search the library's database for any books or materials related to your article. If you are having trouble, ask a librarian for help
- **Understand the assignment.** If your teacher, professor, or boss gave your guidelines for your report, make sure you read them (and reread them). What is the assignment asking of you? Are you supposed to inform your audience about a topic?
- Keep in mind that if your purpose is only to inform your audience, you should not put your own opinion into your report or add any persuasive elements.

#### **2. Researching Your Topic**

- **Visit the library.** Libraries are an excellent place to find information. Search the library's database for any books or materials related to your article. If you are having trouble, ask a librarian for help.
- **Make sure your online sources are reputable.** If you are using the internet to find information about your topic, always make sure to double check any facts you find. Stick with information gathered by known experts in the field you are researching, government agency websites, and scholarly journals. Try to avoid forums and other sources that have no credible backing.
- **Keep track of all of the information you find.** Write each source you use down on a flashcard. Write down all of the information you can find on the source (such as the author, publication date, publisher/website, city in which it was published, page number for where you found the information, and so on) so that you can easily create your bibliography later.

#### **3. Prewriting for Your Report**

- **Come up with a thesis statement.** Thesis statements are the main idea of your report. A thesis statement summarizes what you want to prove in your report for your reader.
- **Create an outline.** Outlines help you to visualize how your essay will look. Outlines can be straightforward lists, idea webs or concept maps. Begin with your thesis statement and then pick the three major ideas related to your thesis statement that you will want to cover in your essay. Write down details about each main idea.
- **Decide how you will format your report.** The structure of your paper depends on your topic. If you are writing a report on a person, it would make the most sense to structure your report in chronological order.

#### 4. Writing Your Report

- **Write your introduction.** Your intro is where you introduce your topic and state your thesis. Your intro should be engaging but not corny--the goal should be to hook the reader so that they want to read the rest of your report. You should provide some background information on your topic and then state your thesis so that the reader knows what the report is going to be about. When you are revising make sure you look at the first word in every sentence and try not to let any of them be repetitive.
- **Write your body paragraphs.** The body paragraphs are where you state your evidence that supports your thesis. Each body paragraph consists of a sentence and evidence supporting the topic sentence. The topic sentence introduces the main idea of the body paragraph and links the paragraph back to the thesis
- **Support your topic sentence.** After you write your topic sentence in the body paragraph, provide evidence found in your research that supports your topic sentence. This evidence can be descriptions of things mentioned in your topic sentence, quotes from experts on the subjects, or more information about the topic listed.
- **Write your conclusion.** This paragraph both summarizes your thesis again, and provides your final thoughts on your topic. It should reiterate to the reader what the reader should be taking away from your report.

#### 5 .Finalizing Your Report

- **Read through your report from an outsider's perspective.** Does the point you are trying to make come across clearly? Does all of your evidence support your thesis? If you were someone reading your report for the first time, would you feel like you understood the topic after reading the report?
- **Get someone else to read your report.** Having a second pair of eyes can be helpful to make sure your point is clear and your writing doesn't sound awkward. Ask your helper, do you understand what I am saying in my report? Is there anything you think I should take out or add? Is there anything you would change?
- **Proofread your report.** Check for spelling, grammar, and punctuation errors. Are there any awkward sentences that you can rewrite?

## Product description

A **product description** is a structured format that presents information about a product.

### 1. Designing a product:

**Product design** as a verb is to create a new product to be sold by a business to its customers. A very broad concept, it is essentially the efficient and effective generation and development of ideas through a process that leads to new products.

Due to the absence of a consensually accepted definition that reflects the breadth of the topic sufficiently; two discrete, yet interdependent, definitions are needed: one that explicitly defines product design in reference to the artifact, the other that defines the product design process in relation to this artifact.

Product design process: the set of strategic and tactical activities, from idea generation to commercialization, used to create a product design. In a systematic approach, product designers conceptualize and evaluate ideas, turning them into tangible inventions and products. The product designer's role is to combine art, science, and technology to create new products that people can use. Their evolving role has been facilitated by digital tools that now allow designers to communicate, visualize, analyze and actually produce tangible ideas in a way that would have taken greater manpower in the past.

### 2. Steps to Writing Product Descriptions:

- **Define Your Buyer Persona**

A buyer persona is an imaginary customer. Clearly defining your buyer persona will give you the information you need to transform product-centric descriptions into customer-centric descriptions. Visualizing your buyer persona will empower you to make your descriptions more vivid, personal, and persuasive.

- **Create a Comprehensive List of Features and Benefits**

Before you start writing, list all of your features and specs, and then translate them into benefits. A feature is a fact about your product, while a benefit is an explanation of what that feature does for your reader. A benefit can be phrased as a positive (e.g., improves productivity) or as a problem that's avoided or reduced (e.g., decreases stress).

- **Define Your Tone of Voice**

Do you want to sound like a boring big corporation? Or do you want to engage readers with personality and a dash of humor?

Your tone of voice can differentiate you from your competitors; it gives readers a strong impression of your organization's culture and personality.

- **Create a Scannable Format**

To make your product descriptions easy to skim and easy to read, consider:

- Subheadings to entice scanners to start reading
- Bullet points to attract attention to key points
- A large font to improve readability
- Video or photography to increase the desire to use or buy your product
- Plenty of white space to guide readers through your content and make your page a joy to read

Web design and content writing should work together like yin and yang. They interact and strengthen each other.

- **Write a First Draft**

Once you know who your buyer persona is and have planned your content, writing a first draft becomes much easier. Go through your list of features, benefits, and objections, and rank them in a logical way that your buyer will find easy to follow.

- **Edit Your Text to Boost Your Persuasiveness**

Editing your text doesn't mean you just correct typos and grammar mistakes. You edit your copy to make it more readable, engaging, and persuasive

- **Optimize Your Copy for Search Engines**

When you write for your buyer persona and use the phrases he uses, you're automatically optimizing your product descriptions for search engines, because these are the phrases he searches for on Google.



## Research paper

A research paper is an expanded essay that presents your own interpretation or evaluation or argument.

A research paper is more than the sum of your sources, more than a collection of different pieces of information about a topic, and more than a review of the literature in a field. A research paper analyzes a perspective or argues a point. Regardless of the type of research paper you are writing, your finished research paper should present your own thinking backed up by others' ideas and information.

### Importance of research:

From an individual point of view, the advantages of research extend beyond having an impressive degree certificate. Through detailed research, students develop critical thinking expertise, as well as effective analytical, research, and communication skills that are globally sought-after and incredibly beneficial. Ultimately, research is essential to economic and social development of our globalised society, forming the foundations governmental policies around the world.

**“Knowledge generated by research is the basis of sustainable development, which requires that knowledge be placed at the service of development, be converted into applications, and be shared to ensure widespread benefits,”** says Mary-Louise Kearney, Director of the UNESCO Forum on Higher Education, Research and Knowledge.

The benefit of attending a university with strong research ties is the potential for a high-quality thesis projects throughout your education – particularly if you’re a Master’s level student. These are the students who work alongside professors for research work, learning side-by-side as partners while students are given the unique chance to become researchers themselves. These experiences are invaluable and no doubt boost employability long after graduation.

### Steps to Write a Research Paper:

#### 1. Choosing Your Topic

- Ask yourself important questions.
- Pick something you love.
- Stay original.
- Get advice.
- Don’t be afraid to change your topic.

#### 2. Researching

- **Look for empirical research:** These are articles or books written by experts in your field of interest, whose work has been read and vouched for by other experts in the same field.
- **Visit the library.**
- **Look online.**
- **Use academic databases:** There are special search engines and academic databases available that search through thousands of peer-reviewed or scientifically published journals, magazines, and books.
- **Get creative with your research.**

**3. Making an Outline**

- Organize your notes.
- Construct a preliminary bibliography/references page.
- Identify the goal of the paper.
- Determine your main points.
- Finalize your outline.

**4. Writing Your Paper**

- Write your body paragraphs.
- Write the conclusion.
- Edit your rough draft.
- Create the final draft.