

## WRITING SKILLS

Writing is a form of communication that allows to put people their feelings and ideas on paper, to organize their knowledge and beliefs into convincing arguments, and to convey meaning through well-constructed text. In its most advanced form, written expression can be as vivid as a work of art.

### **Significance of writing:**

Writing skills are an important part of communication. Good writing skills allow you to communicate your message with clarity and ease to a far larger audience than through face-to-face or telephone conversations.

### **Definition**

Writing is a medium of human communication that represents language and emotion with signs and symbols. It consists of letters or characters that serve as visible signs of ideas, words, or symbols.

### **Significance**

Writing is the frame work of our communication. Good writing skills allow us to communicate our message with clarity and ease to a far larger audience than through face-to-face or telephone conversations. Writing plays an important role in our day to day life. We write in order to prepare notes, note down important points of heard and watched content, or even writing answers in the examination is considered as a skill of writing. We write letters to convey official information or sending emails includes framing the content in understandable written content.

Writing skills can be major criteria towards better academic position and greater educational Success. students should believe the importance of writing skills in helping them achieve academic mastery. Every career path requires its workers to write notes, memos, emails, and reports, all of which require good writing skills to effectively communicate a certain set of ideas.

### **Effectiveness of Writing**

#### Five Keys to Effective Written Communication

Of course, you might have the opportunity to write other types of correspondence as fitness professional. So how do you make sure you clearly communicate your purpose regardless of the document? No matter which type of writing you do, —get your general ideas on paper or the computer screen—this is your first draft, says Vogel. —Now go back and edit.

When editing, consider the following factors:

Key 1: Use a Professional Tone. Your readers will form an opinion of you from the content. Create a professional, positive tone by using simple, direct language. Adopt a —you-attitude‖ versus an —I-attitude,‖ to show that you’re sincere in your focus on the reader rather than on yourself as the writer.

Key 2: Know Your Audience. The intended readers of your correspondence can vary. You must consider their backgrounds, technical expertise and educational levels as well as their mindsets and possible reactions to your writing.

Key 3: Organize Your Information Clearly. Arrange your thoughts so that your correspondence can be read quickly and comprehended easily. Organize the information based on your purpose. For example when writing instructions, organize your information in sequential, or step-by-step, order. For incident reports, write in chronological order, explaining how the events unfolded. When sharing news and information, use the —6Ws‖—who, what, when, where, why and how—to guide you.

Key 4: Use the Right Format. Format refers to how your correspondence is laid out on paper or online. Usually writers choose their formats based on the method of delivery—letter, memo or e-mail. Each type has distinct format conventions (guidelines) for including and placing elements such as the date, addressee, subject line, salutation, message body, closing line, signature block and company letterhead or logo.

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Key 5: Use Visual Elements Carefully. Visual elements—such as font size and type; underlined, italicized or bold text; and bulleted or numbered lists—help emphasize key points and make your correspondence more effective.

### **Characteristics of Effective Language**

There are six main characteristics of effective language. Effective language is:

- (1) concrete and specific, not vague and abstract
- (2) concise, not verbose
- (3) familiar, not obscure
- (4) precise and clear, not inaccurate or ambiguous
- (5) constructive, not destructive
- (6) Appropriately formal