

WRITING SKILLS

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INTRODUCTION

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

AUDIENCE AND FORMAT

- The first step to writing is choosing the appropriate format.
- The format, as well as the audience, defines the writing voice i.e., how formal or relaxed the tone should be.
- With everything one writes, the readers/recipients, should be able to define the tone as well as aspects of the content

COMPOSITION AND STYLE

- **Start with your audience-** The reader should be introduced with the subject.
- **Create an outline-** Outlines help in identifying which steps to take in which order.
- **Use AIDA-** Follow the Attention-Interest-Desire-Action (AIDA) formula. These steps can help in the writing process.

- **Try some empathy-** One should remember the audience's needs at all times.
- **Use the rhetorical triangle-** One should make sure that one communicates why people should listen , the message should engage the audience.

STRUCTURE

- The document should be as reader friendly as possible
- Use headings, subheadings, bullet points, and numbering whenever possible to break up the text.
- Adding graphs and charts is also a smart way to break up your text.
- Using questions is a good idea, questions help keep the reader engaged and curious.

GRAMMATICAL ERRORS

- It's essential to learn grammar properly, and to avoid common mistakes that the spell checker won't find.
- Using words like “affect” instead of “effect” or missing out the apostrophe should be avoided.
- Everything that one writes should be of a quality that every reader will find acceptable.

PROOFING

- **Proof your headers and sub headers** – People often skip these and focus on the text alone. Just because headers are big and bold doesn't mean they're error free!
- **Read the document out loud** – This way one is more likely to catch mistakes.

- **Use your finger to follow text as you read –**
This is another trick that helps slow down.
- **Start at the end of your document –**
Proofread from the end to the beginning. This helps focusing on errors, not on content

CONCLUSION

- It's important to know how to communicate a point quickly and professionally.
- Many people spend a lot of time writing and reading, so the better you one is at this form of communication, the more successful one is likely to be.
- Identify the audience before even starting to create the document.

- If one feels that there's too much information to include, an outline should be created to outline the thoughts.
- Learning grammatical and stylistic techniques will also help in writing more clearly.
- Lastly, one should be sure to proof read the document before sending it.