

Communicative English

Semester- IV

What Is Effective Writing?

Effective Writing is writing which has a logical flow of ideas and is cohesive. This means it holds together well because there are links between sentences and paragraphs. Writing which is cohesive works as a unified whole and is easy to follow because it uses language effectively to maintain a focus and to keep the reader 'on track'.

Effective writing allows the reader to thoroughly understand everything you are saying. This is not always easy to do. Here are a few tips that will help you:

1. Know your goal and state it clearly. Do you want the reader to do something for you or are you merely passing along information? Do you want a response from the reader or do you want him to take action? Your purpose needs to be stated in the communication. Avoid information that is not relevant. Clarity is key.
2. Tone can help your writing be more effective. Certain forms of communication, like [memorandums](#) and [proposals](#) need a formal tone. Writing to someone you know well would need a more informal tone. The kind of tone depends on the audience and purpose of the writing.
3. Explain in clear terms what you want the reader to do. They can not oblige if they do not understand. Also, they may not even want to try to help if the communication is vague and sloppily written. It is good to include why it is beneficial to them to do what you ask or to help you.
4. Language needs to be simple. Do not overuse clichés, jargon, and expressions or try to impress with big words. Keep sentences and paragraphs short and concise.
5. Less is more when it comes to length. Leave out words that do not contribute to the main focus of the communication. This can make the reader work harder to know why you wrote.
6. Using an [active voice](#) will strengthen your writing. Sentences that are written in the active voice will flow better and are easier to understand. Long, complicated sentences will slow the reader down, even more so if they are written in the passive voice. An active example is "I caught the ball." and a passive example is "The ball was caught by me." Active voice will engage the reader and keep his attention.
7. Good [grammar](#) and [punctuation](#) are very important. It is a good idea to have someone else proofread your writing before you send it. If you cannot do that, then try reading it out loud.

Common Grammatical Mistakes

Effective writing does not contain errors. Here are some common grammatical errors that people make:

- Affect and effect - "Affect" means "to influence" and it is a verb, like "It affected his work." "Effect" is a noun and means "result" like in "side effects."

- Then and than - "Then" is an adverb which refers to a time, like "We ate and then saw a movie". "Than" is used in a comparison and is a conjunction, like "My car is bigger than yours."
- Your and you're - "Your" is possessive, like "Is that your boat?" "You're" is a contraction for "you are" like "You're so funny."
- Its and it's - "Its" is possessive, like "Its shape is oval." "It's" is a contraction for "it is" like "It's time to go."
- Company's and companies - "Company's" is possessive, like "The company's logo is colorful." "Companies" is plural, like "He owns three companies."
- There, their, and they're - "There" is an adverb meaning in or at that place, like "There it is!" "Their" is the possessive form of the pronoun "they", like "Their hair was soaked." "They're" is a contraction for "they are" like "They're going to get in trouble."

Advertisement Writing

A **Classified advertisement** is written by an employer who is looking for the services of a person in his organisation or to sell/purchase/rent any property or for many other purposes.

TYPE OF ADVERTISEMENT	PURPOSE
SITUATION VACANT	This advertisement is written by an employer who is looking for the services of a person in his organisation.
SITUATION WANTED	This is written by a job-seeker.
FOR SALE	This is written in an attempt to sell property, assets, office goods, etc.
TO LET	This is written by a person looking for tenants for his/her property.
ACCOMODATION WANTED	Written by the ones looking for a place for accommodation.
MATRIMONIALS	This is written while looking for prospective marriage candidates
MISSING	This is written in case any object/person/pet goes missing giving descriptive details for the same.

Tips for writing Classified Advertisement for Writing skills paper

1. When you're writing an advertisement, every word counts. Being too vague or wordy will cause people to skim your advertisement instead of pausing to read it, so the same writing tenets apply no matter what type of advertisement you're writing.
2. It should begin with a heading in bold or upper case letters.

3. The language should be according to the audience we are referring to. For example- If you want to sell something to the youngsters, the words chosen shall be good enough to attract them.
4. Do not use the same descriptive characteristics for every type of advertisement. For example- In Situation Wanted case, calling for receptionist applications, one must use words that are indicative of the personality and communication skills you are looking for. On the other hand, for hiring a tech executive, it is imperative you ask for skills limited to the IT department.
5. Do not make full sentences. The prescribed limit is 50 words and in order to make your advertisement loaded with information about the topic, you have to manage your words carefully.
6. Always add contact details in the end either in the form of contact no., email id or both. They are generally given in the question.
7. Remember, nowhere in the answer are you required to mention your own personal details.
8. It should always be in a box made with sharpened pencil.
9. It should be neat and clean with good presentation.
10. Practice a lot of advertisements because, *“Practice makes the man (or woman, for that matter) perfect”* .

Classified Advertisement Examples Writing skills

1. Principal, Sunrise Global School, Agra requires a receptionist for her school. Draft a suitable advertisement in about 50 words to be published in the classified columns of a national newspaper giving all the necessary details of qualifications and experience required in the receptionist.

Answer:

SITUATION WANTED

REQUIRED a young, dynamic, smart, charismatic and friendly female receptionist for Sunrise Global School, Agra. Attractive salary with fringe benefits. Healthy work environment. Fresh graduates having honours or equivalent degree in English with good communication skills can apply by sending their cover letter and resume till March 30 on the below mentioned id: abc123@gmail.com. For queries, contact: 98100XXXXX

2. You are Vikram/Sonia, an Hon’s graduate in history with specialization in Medieval India. You are well acquainted with places of historical interest in Delhi, Agra and Jaipur. You are looking for the job of tourist guide. Write an advertisement in about 50 words for the situations wanted column of a local newspaper. Your contact no. 999751234.

Answer:

SITUATION VACANT!

BA (Hons) History topper, Vikram/Sonia, with specialization in Medieval India is looking for the job of a tourist guide. Age 22 years. Affluent in Hindi and English. Well-acquainted with places of historical interest in Delhi, Agra and Jaipur. Good communication skills, persuasion skills and charming personality. Expected salary- 30,000pm. Contact no.: 999751234 and email-id : abc123@gmail.com.

3. You are Harish/Harshita of 12, Seva Nagar, Pune. You want to sell your flat as you are shifting to another city for work. Draft a suitable advertisement in not more than 50 words to be published in The Pune Times under the classified columns.

Answer:

FOR SALE

Flat No. 12, Seva Nagar, Pune. Ground floor with two bedrooms having attached bathrooms, car parking available, park facing, best location, friendly neighbours, 24 hour power and water supply, low maintenance charges and reasonable price. For further details, contact:Harish/Harshita 98100XXXXX

Business Letter Format With Examples

A business letter is a formal document often sent from one company to another or from a company to its clients, employees, and stakeholders, for example. Business letters are used for professional correspondence between individuals, as well.

What to Include in the Letter

Make the purpose of your letter clear through simple and targeted language, keeping the opening paragraph brief. You can start with, “I am writing in reference to...” and from there, communicate only what you need to say.

The subsequent paragraphs should include information that gives your reader a full understanding of your objective(s) but avoid meandering sentences and needlessly long words. Again, keep it concise to sustain their attention.

Sections of a Business Letter

Each section of your letter should adhere to the appropriate format, starting with your contact information and that of your recipient's; [salutation](#); the body of the letter; closing; and finally, your signature.

Your Contact Information

- Your Name
- Your Job Title
- Your Company
- Your Address
- City, State Zip Code
- Your Phone Number
- Your Email Address

The Date

- The date you're penning the correspondence

Recipient's Contact Information

- Their Name
- Their Title
- Their Company
- The Company's Address
- City, State Zip Code

The Salutation

- Use "To [Whom It May Concern](#)," if you're unsure specifically whom you're addressing.
- Use the formal [salutation](#) "Dear Mr./Ms./Dr. [Last Name]," if you do not know the recipient.
- Use "Dear [First Name]," only if you have an informal relationship with the recipient.

The Body

- Use single-spaced lines with an added space between each paragraph, after the salutation, and above the closing.
- Left justify your letter (against the left margin).

Closing Salutation

Keep your closing paragraph to two sentences. Simply reiterate your reason for writing and thank the reader for considering your request. Some good options for your [closing](#) include:

- Respectfully yours
- Yours sincerely
- Cordially
- Respectfully

If your letter is less formal, consider using:

- All the best
- Best
- Thank you
- Regards

Your Signature

Write your signature just beneath your closing and leave four single spaces between your closing and your typed full name, title, phone number, email address, and any other contact information you want to include. Use the format below:

Business Letter Sample (Text Version)

Linda Lau
Northern State University
123 Main Street
Anytown, CA 12345
555-555-5555
linda.lau@email.com

March 5, 2020

Oscar Lee
Managing Editor
Acme Graphic & Design
123 Business Rd.
Business City, CA 54321

Dear Mr. Lee,

I would like to invite you to attend our upcoming Liberal Arts department job networking event. The event will be held on the afternoon of May 1, 2020. We wish to provide our graduating seniors with an opportunity to meet business leaders in the area who may be looking for new hires who hold degrees in the Liberal Arts.

The event will be held at the Cox Student Center at Northern State University and will last about two to three hours. If you have an interest in attending or sending a company representative to meet with our students, please let me know at your earliest convenience and I can reserve a table for you.

Thank for your time and I hope to hear from you soon.

Respectfully,

(signature hard copy letter)

Linda Lau
Liberal Arts Department Chair

EXERCISE: TRY TO WRITE A REPLY LETTER (AS IF YOU ARE MR. LEE). MENTION WHETHER YOU ARE WILLING TO ATTEND OR NOT. HOW MANY OTHER PEOPLE WILL ATTEND WITH YOU OR IF YOU WANT TO SEND YOUR REPRESENTATIVES? MENTION ALL THE DETAILS.