

# WRITING SKILLS

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## HOW CAN WE IMPROVE IT

**Lecturer: V Zungu**

# WRITING SKILL

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It is ability to convey ideas and feelings as written material from one person to another person in the most effective manner.

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# GOOD WRITING..

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Good writing skill is one of the keys of a manager's success.

# WHEN DO WE WRITE...

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**Written communication is essential when:**

- Permanent record is required.
  - The information is to be circulated.
  - Topic requires detailed explanation.
  - The audience is widespread or large.
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# WHAT WE WRITE...

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- Letters
  - Memos
  - Reports
  - Proposals
  - Agendas
  - Minutes of meetings
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# REMEMBER THAT..

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- ❑ Writing an effective Business Letters, ranks among the top communicative abilities of a manager.
- ❑ In your absence your letter represents

YOU !

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# THINKING & WRITING..

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- Think before you write  
and  
Always write what you think
  - Clear writing means  
Clear thinking
  - Saying what we mean and meaning what we say  
must be in harmony for good communication.
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# THE ABC OF GOOD WRITING

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- 'A' for Accuracy, Appropriateness, Attentiveness to audience,
  - 'B' for Brevity, Brightness.
  - 'C' for Clarity.
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# GOOD CHEFS ARE NOT BORN

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- ❑ There is no mystery to good writing- it is a skill you can learn.
- ❑ The more you write the more fluent your writing will be.

Therefore...

Write more..

Read more..

Put your work to others..

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# GETTING IT IMPROVED...

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- ❑ Get your thinking right.
- ❑ Plan, Organize and Analyze.
- ❑ Express your message in soundly constructed sentences.
- ❑ capable of only one interpretation.
- ❑ Know your Audience.

[EXAMPLE...](#)

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# GETTING IT IMPROVED (CONT.)

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- ❑ Choose words that exactly express your ideas.
- ❑ Words used shall suit the level of the audience.
- ❑ Match the 'tone' of your writing to the material.
- ❑ Ensure that it is grammatically correct.

[EXAMPLE..](#)

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# LANGUAGE ACCURACY

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- Grammar
  - Spellings
  - Sentence Structure
  - Punctuation
  - Choice of words
  - Abbreviations
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# WRITING STYLE..

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- Style refers to the way in which an idea is.
- Style consists of particular words a writer uses and the manner in which those words are combined into sentences, paragraphs and complete messages.

EXAMPLE..

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# BUSINESS LETTER

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Letters are still the most indispensable forms of Business Communication.

**Letters will continue to be used as long as there are:**

- Contracts to sign
  - Goods and services to buy
  - Staff to appoint
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# FOR A PERFECT LETTER..

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- ❑ Plan what you want to say in your letter.
- ❑ Write the whole letter in sequential order.
- ❑ Re-read the letter when you have finished.
- ❑ Edit the letter for corrections.
- ❑ Check spellings and punctuations and send.
- ❑ Letters must contain your proper address.

# MEMORANDA

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- Memoranda is a form of internal correspondence written for conveying information between individual or department within an organization.
  - It should be treated with respect- both by sender and receiver.
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# USE OF MEMOS

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- ❑ To convey policy decision.
  - ❑ To issue an instruction.
  - ❑ To provide information.
  - ❑ To put forward suggestions.
  - ❑ To express a point of view.
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# PROPOSALS

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- A proposal is set of plans.
  - It should persuade readers to commit to whatever you are proposing.
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# DRAFTING A PROPOSAL

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- ❑ Define the proposal.
  - ❑ Explain it's need and contribution to company.
  - ❑ Estimate the resources.
  - ❑ Show how the proposal meets financial criteria.
  - ❑ Specify who will be responsible and proposal's time scale.
  - ❑ Conclude with the plan of action.
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# AGENDA

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- Every formal meeting needs a guide so that its business is carried forward positively and in an orderly manner.
  - Agenda is like a compass that guides the meeting on the proper course.
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# MINUTES

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- Meetings are held to determine actions, to formulate policies or to make decisions.
  - Minutes are true and accurate recording of the meeting proceedings.
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# MINUTES..

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- ❑ Title of the meeting.
  - ❑ The names of those attended the meeting.
  - ❑ Brief accounts of the agreements leading to decisions where a resolution actions, the names of the person to take actions shall be maintained.
  - ❑ The agenda of the meeting is used as a guide to write the minute.
  - ❑ Minute has to be signed by the chairman at the next succeeding meeting.
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# CONCLUSION....

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Most important thing to remember when writing is to **check it thoroughly** when it is completed. Even when you think it is exactly what you want, read it one more time. **This “unwritten” rule holds true for everything you write** – memos, letters, proposals, so on.

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THANK YOU

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## EXAMPLE..

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- ❑ The cricket elite's coach has struck up in heavy traffic jam and arrived with only five minutes to spare.
- ❑ However the cricket match was going in full swing.

[GETTING IT IMPROVED...](#)

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## EXAMPLE..

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- ❑ I saw a dead horse walking across the field.
- ❑ walking across the field-I saw a dead horse.

[GETTING IT IMPROVED...](#)

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## EXAMPLE..

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- Please do it.
- Do it
- Do it write now.

[GETTING IT IMPROVED \(CONT.\)](#)

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## EXAMPLE..

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- ❑ The sight of deserted city was very sad.
- ❑ How sad was the sight of deserted city!

WRITING STYLE?

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## EXAMPLE..

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- Read this book to write English correctly.
- Read this book and you will write English correctly.
- If you Read this book, you will write English correctly.

# Number of readings versus correctness

□ [FOR A PERFECT LETTER..](#)

