

15 THINGS TO REMEMBER IN WRITING

http://www.tutorialspoint.com/business_writing_skills/thing_to_remember_writing.htm Copyright © tutorialspoint.com

Now that you have learnt how to structure your thoughts and put your ideas in a sequence, let's learn how to make your writing appear more professional and crisper.

A lot of people have very interesting ideas and they even manage to put them on paper. However their readership doesn't extend beyond a particular level, even though their writing is good and the thoughts were properly mentioned. It is because their writing lacks a proper selection of words, or maybe a proverb like "nipping it in the bud" was used, which readers may not understand.

Let's discuss 15 things that you should keep in mind while proof-reading and revising your writing –

Clarity

- Your writing must be understood at the first reading. Avoid technical jargon, unfamiliar words, or formal language.

Formal vs. Modern

- Payment has been duly noted **vs.** we received your check.
- Attached hereto **vs.** please find attached

Avoid ambiguity

- Words with double meaning or sentences that confuse the readers should be avoided –
- Having eaten the fish, Kiran talked to Karan. *Whohadthefish?*

Avoid colloquialisms

- In a nutshell **vs.** in short
- In this day and age **vs.** today, presently

Avoid using many words

- Prior to the event **vs.** before
- At this point in time **vs.** now

Avoid unnecessary repetition

- Absolutely essential
- Combine together

Include only relevant information

- Omit unnecessary background information.
- Keep the sentences short and simple – 17 words or less.

Completeness

- Check that all the information the reader will need is included –
- Who? What? Where? When? Why? How?

Correctness

- Check accuracy of grammar and spelling of names of people and places).
- He done it **vs.** he did it.

- It's color has faded vs. its color has faded.

Don't Rely on Spell Check

- Typing 'no/on', 'then/than', 'quite/quiet', 'lose/loose' won't show errors.

Concreteness

- Give specific details.
- Your investment plan will earn high interest.
- Your investment plan will earn 8% interest.

Convincing

- Use language that is believable. Avoid exaggeration and superlatives.
- Always vs. Usually
- Never vs. Rarely

Courtesy

- Display good manners in your writing. Passive voice should be used when communicating bad news to avoid negative overtones.
- We can't agree to the terms and conditions outlined in the contract.
- Some discussion regarding the terms and conditions will need to be done.

Write with the reader in mind.

- Sexist – Chairman, businessman
- Condescension – 'Of course', 'Obviously'

Using Bullet Points

- Communicates your message in an easy and clear manner
- Highlights the most important information.

Loading [MathJax]/jax/output/HTML-CSS/jax.js