

**BUSINESS COMMUNICATION SKILLS
[BCS1101]**

**WRITING SKILLS
Part 1**

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INTRODUCTION

- Writing is the art of expressing our views, ideas, and thoughts. Though writing seems easy while thinking about it, many times, it results in unorganized and scattered pieces of information on paper. This often creates confusion or sends a wrong message.
- Effective writing can be a daunting task as it demands much more than mere correct grammar.
- You need to gain knowledge about sentence structure, develop your vocabulary, and build other basic writing skills.

Importance of Developing Writing Skills

- Good writing skills are essential for success in the workplace.
- Whether it is emails, project reports, or sales proposals, content full of typos, grammatical errors, and poorly constructed sentences suggests a similar attitude towards work.
- Remember, your impressive written communication helps you grow more confident, positive, established, and inspired.
- Along with improving communication and understanding, the significance of writing skills can influence how you are perceived at the workplace in terms of:
 - Being Professional
 - Proving Your Ability At The Workplace
 - Boosting Professional Confidence

STEPS IN WRITING

- Here are some common and important writing steps that will ensure you create effective content;
- 1) **Developing creative thinking.**
 - 2) **Research:** Think from your reader's perspective and conduct a thorough search. Take note of all relevant information, ideas, and thoughts.
 - 3) **Organise Content:** Create a draft or outline you further want to elaborate on. Outlining helps you in writing a long piece of content by fixing the proper flow and breaking information into paragraphs to make it more meaningful and effective.
 - 4) **Writing:** Strive to use direct language and choose words suitable to the objective of your document. The division of paragraphs, headings or subtitles, and relevant statistics can make it easier for readers to understand your written work.
 - 5) **Editing and Proofreading:** Once you have finished writing, edit, format, and proofread for spelling, grammar, sentence and paragraph structure.

APPLICATION OF WRITING SKILLS

There are four main ways in which you can display your good writing skills:

- 1) Grammar
- 2) Punctuation
- 3) Sentence Structure
- 4) Paragraphing

1) GRAMMAR

- Grammar includes understanding of tenses and the correct way to structure sentences.
- Grammar helps us to convey information in a way that the listener will recognise and understand what we are saying.
- A good speaker does not have to use perfect grammar, but it is a good idea to make sure that you have mastered the major correct tenses.

GRAMMAR IN WRITING

- This is achieved through the following.
 - **Appropriateness of format for that kind of writing.**
 - **Appropriateness of content information.**
 - **Appropriateness of tone:** This is created by the word choice and choice of content information, i.e. what information is communicated versus what is left out.
 - **Use of the courtesy words** ‘please’, ‘thank you’, ‘excuse me’ and ‘sorry’ as the situation requires.
 - **Appropriateness of language** use, ie. Word choice and expression that show respect and recognition of the audience. It also involves formality or informality of language used.
 - **Expression of appropriate feeling according to the situation.** For example, sympathy when someone suffers, good wishes when someone begins something new, and congratulation when someone achieves something.

2) PUNCTUATION MARKS

- Punctuation is the tool that allows us to organize our thoughts and make it easier to review and share our ideas in writing
- The English language has many punctuation marks, and you will usually learn to use many of them as you develop the writing skills. Here are some widely used punctuation marks:
 - 1) Full Stop = .
 - 2) Question Mark = ?
 - 3) Quotation Marks/Speech Marks = " "
 - 4) Apostrophe = ‘
 - 5) Comma = ,

COMMON PUNCTUATION MARKS

6) Hyphen = -

7) Dash (en dash) –

8) Exclamation Mark = !

9) Colon = :

10) Semicolon = ;

11) Parentheses = ()

12) Brackets = []

13) Ellipsis = ...

14) Slash = /

RULES OF USING PUNCTUATION MARKS

1) Full Stop:

A full stop, is also known as a period (.) in American English.

It is usually used at the end of a declarative sentence, or a statement that is considered to be complete.

A full stop can also show the end of a group of words that don't form a typical sentence.

2) Apostrophe:

- An apostrophe (‘) is used to show that certain letters have been omitted from a word.
- The punctuation symbol can also be used to show the possessive form of a noun, in addition to indicating the plural form of lowercase letters.
- **Example 1: (letters omitted)**
 - He is = He’s
 - I am = I’m
 - Do not = Don’t
- **Example 2: (possessive form of a noun)**
 - He joined Kabwe’s army in 1942.
 - Annie’s hair was dark and curly.
 - The boy’s sister walked for two hours to meet us.

2) Comma:

- A comma (,) is used to show the difference between two separate ideas or elements within a sentence.
- Commas have other uses as well, as they can be used to separate numbers, and write dates.

Example 1:

➤ We purchased some cheese, and we purchased some fruit.

Example 2:

➤ He was tall, dark and handsome.

Example 3:

➤ As the day came to an end, the firefighters put out the last spark.

NEXT LESSON?

(Hyphen)

THANK YOU AND GOODNIGHT