

**Effective Writing**  
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**Lecture – 02**  
**Effective Writing as an Art**

Good morning and welcome to NPTEL course on Effective Writing. Today we are going to have the second lecture and the second lecture comprises how effective writing is an art, how it can be developed, how there are different nuances involved into it. As you all remember in the first lecture we talked about what effective writing was, but the second lecture we will throw more light on how you can develop effective writing not only as an art, but also as a skill.

I hope the second lecture will be detailed and we will serve in your desire of writing and writing not only for yourself, but for others which you are going to apply in the days to come. So, how to protest without ever being too much reactionary and sometimes you also have to reject somebody's proposal has to be rejected, somebody's application has to be rejected, somebody's say technical description has to be rejected and you can find the fault

So, basically what I am actually aiming at is how to get exposed at different forms of writing and all these actually require sometimes you have to convince sometimes you have to respond sometimes you have to familiarize sometimes you have to agree sometimes you also have to agree to disagree and disagree to agree. So, how is that possible that is possible by the way you reason with your words that is possible by the way you describe that it is possible by the way you explain by the way you instruct and by the way finally, you want to meet your own aim or your own game or your own say purpose.

So, that is why I say writing is an art, I have already said earlier that writing has to be deliberate. So, when we write we actually have to understand that we are writing with a purpose, and how can we succeed as a writer as a writer not in the true sense of the term writer, but as a writer of different documents.

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**Writing as an art**

- Success in writing can be reflected through effectiveness. As all of us require jobs, we have to enhance and sharpen our writing abilities.
- Writing is an art which requires years to sharpen.  
“Reading maketh a full Man; Conference a readyman; and writing an exact man”.  
(Francis Bacon)
- Charles Dickens had become delighted to see his manuscript in print. He expresses:  
“I walked down the Westminster street hall and turned into it for half an hour because my eyes were so dimmed with joy and pride that they could not bear the street.”

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Success in writing my dear friends can be reflected through the effectiveness. Now effectiveness how to be effective sometimes you will find there are many people who write too much and then less is meant, there are many people who write less and more is meant.

How did this happen this actually happens because such people have mastered the art of language mastered the art of writing, as all of us require jobs all of us actually are towards the destination towards the goal towards the career we have to enhance and sharpen our writing abilities. Once again I am reminded of what Francis Bacon that English essay said he said it long back, but still after so, many you know after centuries we still find his writings are still relevant.

What he said is writing is an art which has to be developed and he says in the same essay on studies he says reading maketh a full man; conference already man; and writing an exact man.

My dear friends when he says writing can make an exact man what actually he means is, now how can we get this sort of exactitude my dear friends this sort of exactitude can be received only when you actually write plainly only when you write scientifically only when you have a sort of precision in words only when you know for whom you are going to write.

So, Francis Bacon said later that people who write less need a good memory. Now what he actually meant was, when you write something you actually remember that when you write something it is imprinted on our mind that is why a lot of writing has to be done as a former practice. Now sometimes you feel as I said earlier that too much of writing when you create a sort of jungle of words, when you make you write in world wars naturally the really sense of writing is lost my dear friend.

So, what you should aim at is you should aim at writing an exact way, writing and actually following a sort of style that can actually make others understand, is there any need of writing when our readers or when our receivers are not in a position to understand not at all my dear friends. So, what you should do is you should actually try to write in a manner, and modern day work places where people have got lots of assignments and deadlines in mind and they have actually created certain limits as to how much to be written when to be written and why to be written you actually have to think off, how can we write efficiently in lesser amount of time.

I can also cite an example given by Charles Dickens all of us all of us actually want to write, as a young b g and progressing individual whatever profession you are in. Sometimes you want to write imagine you have an innovative idea most of the scientists today having an imaginative idea most of the researchers what they do is they actually write and they also want to see their writing in print.

It is difficult of course, when you see your first manuscript in print when you see your first writing in print of course it is challenging, and you know a famous writer named Charles Dickens a Victorian is writer you know you might remember one of his very famous works A Tale of Two Cities.

So, when he got his first manuscript published or accepted what he said was he actually was extremely delighted and he said, I walked down the Westminster street hall and turned into it I went down the Westminster street hall and turned into it for half an hour because my eyes were so, dimmed with joy and pride that they could not bear the street. I mean such a sort of joy can be there when we actually see our writing in print.

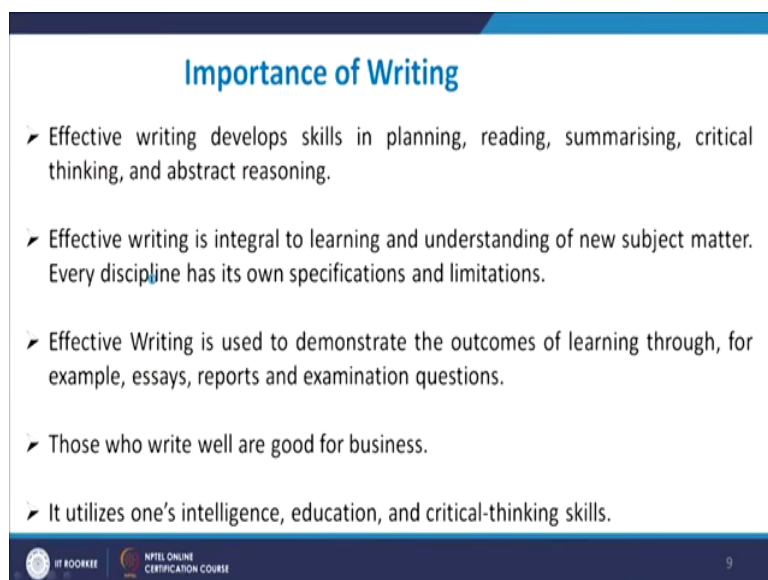
Can you not have such a joyous moment, you too can have such a joyous moment when you realize the importance of writing, when you understand the nuances of writing, when you have been practicing a lot of writing, because effective writing which is actually the focus of this course effective writing develops in us so, many skills. Not only the skill of writing, but an effective writer can plan beautifully he can actually develop his reading habits, he can also understand if he is an effective writer and if he is writing every now and then he can also have a good mastery over summarizing he can summarize things he can also develop critical thinking and abstract reasoning.

No writer is a good writer unless and until he has developed a sort of reasoning and a reasoning that shows that there is a sequence in your thoughts, because writing is thinking my dear friends, writing allows you to think clearly unless and until a man can think clearly he cannot write clearly. Because ultimately writing first develops in our mind and then it comes to the paper. So, effective writing is integral to learning and understanding of new subject matter, though every discipline will have its own specification and limitations.

Say for example, if I am an able lover of poetry naturally I would look for images, metaphors, exaggerations, I mean so, many things. I would actually be fancying of pictures scenery of beautiful rivers and lakes, but when somebody is from the area of physics or chemistry or metallurgy or whatsoever they will be thinking about. So, many things and when they write their writing will involve experiments graphs charts reactions and many more unless and then, but even then they are actually requires a sort of reasoning that actually requires a sort of proper sequencing.

So, this sequencing can be there only when you develop the art of effective writing which is used to demonstrate the outcomes of learning.

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**Importance of Writing**

- Effective writing develops skills in planning, reading, summarising, critical thinking, and abstract reasoning.
- Effective writing is integral to learning and understanding of new subject matter. Every discipline has its own specifications and limitations.
- Effective Writing is used to demonstrate the outcomes of learning through, for example, essays, reports and examination questions.
- Those who write well are good for business.
- It utilizes one's intelligence, education, and critical-thinking skills.

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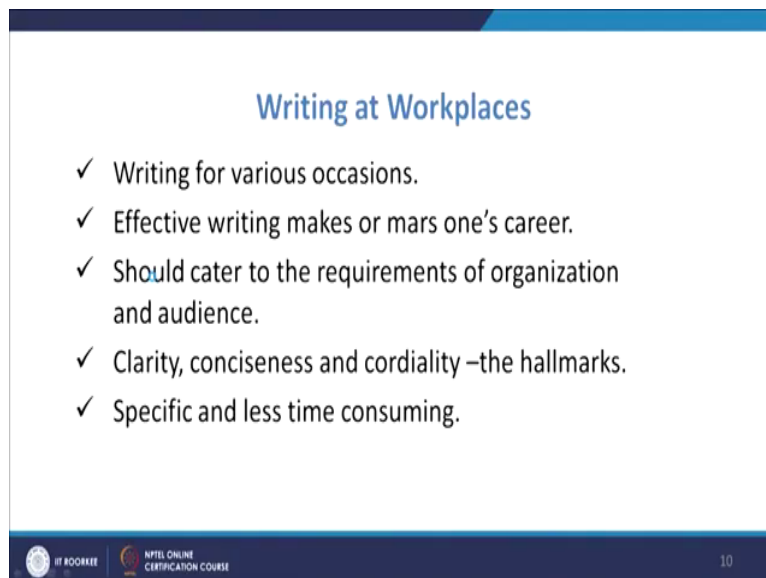
when a writer writes, when you write what you actually show or discoveries how you have been able to understand the outcome of your learning though, whether you are writing an essay or a report or a sort report or you are writing a proposal or even many youngsters when they are writing examination papers and they are responding to questions.

But in today's world good writers are needed because good writers can enhance the prospect of an organization and they can write in the businesslike manner, what is actually needed today is to write in a businesslike manner. So, that your writing sells what actually ultimately matters is in an, in an organization where sale is the most important thing they actually look

for writers who can create advertisements, who can write letters, who can develop proposals that can sell.

Nowadays even in the areas of science and technology and researches you will find unless and until your proposal has a proper sequencing, as a proper innovation, as a proper discovery, showing or following proper methodologies and coming to a right conclusion they only are welcome my dear friends. So, effective writing utilizes ones intelligence, education and also critical thinking skills.

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The slide features a blue header bar at the top. The title 'Writing at Workplaces' is centered in blue text. Below the title is a list of five bullet points, each preceded by a checkmark. At the bottom of the slide, there is a dark blue footer bar containing logos for IIT Kharagpur and NPTEL Online Certification Course, along with the page number 10.

### Writing at Workplaces

- ✓ Writing for various occasions.
- ✓ Effective writing makes or mars one's career.
- ✓ Should cater to the requirements of organization and audience.
- ✓ Clarity, conciseness and cordiality –the hallmarks.
- ✓ Specific and less time consuming.

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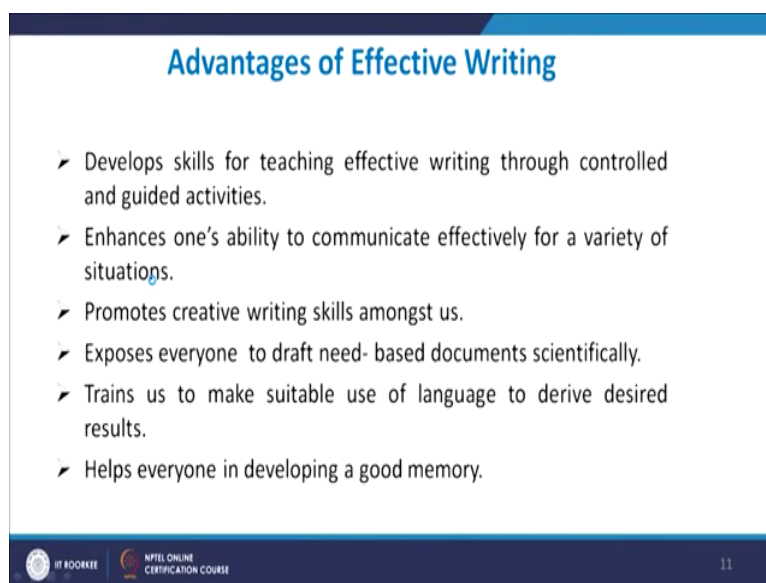
Workplace writings involve variety of things because, at workplaces you have to write for various occasions and it is only your effective writing that can make or mar your career.

Of course you are judged by your scientific or technical knowledge or the subject knowledge, but nowadays at the workplace even your style of writing matters. A man who is today at a very lofty position if you analyze you will find he is there not only because of his subject matter, but also because of his speaking and writing skills. Because writing reflects ones planning, writing reflects ones thinking a player writing a writing that involves clarity conciseness cordiality he actually ensures that his writing will cater to the requirements of the organization and also to the audience my dear friends.

Now, what actually are the advantages of effective writing? Suppose somebody is a teacher if I am a teacher and I do not know how to write effectively naturally i will not be able to teach effectively. Because in my teaching abilities lies my a reasoning abilities and I at times I have to teach a student I have to teach a class which has the different orientation at times I have to teach a class, which once again has got different orientations and for that when I prepare my lectures I keep my audience into mind, I keep my audience into consideration and then I then I prepare my notes.

So, all of you whatever profession you are in you will find that your writing ability based on your thinking ability will convince people that you have learnt well, you have actually struggled well to communicate effectively for variety of situations. And then a good writer always has creative writing skills within, he is going to page in something in such a creative manner that all the people all the recipients they feel like listening to him like reading his works like having a look at his works.

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**Advantages of Effective Writing**

- Develops skills for teaching effective writing through controlled and guided activities.
- Enhances one's ability to communicate effectively for a variety of situations.
- Promotes creative writing skills amongst us.
- Exposes everyone to draft need-based documents scientifically.
- Trains us to make suitable use of language to derive desired results.
- Helps everyone in developing a good memory.

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Everyone is exposed nowadays in workplace to the need based writing, you have you do not have to write all the time in one way at times you have to write differently, because there are certain documents which act, and moreover you also have to think you also have to take into consideration for what you are writing what is actually the objective of your writing.

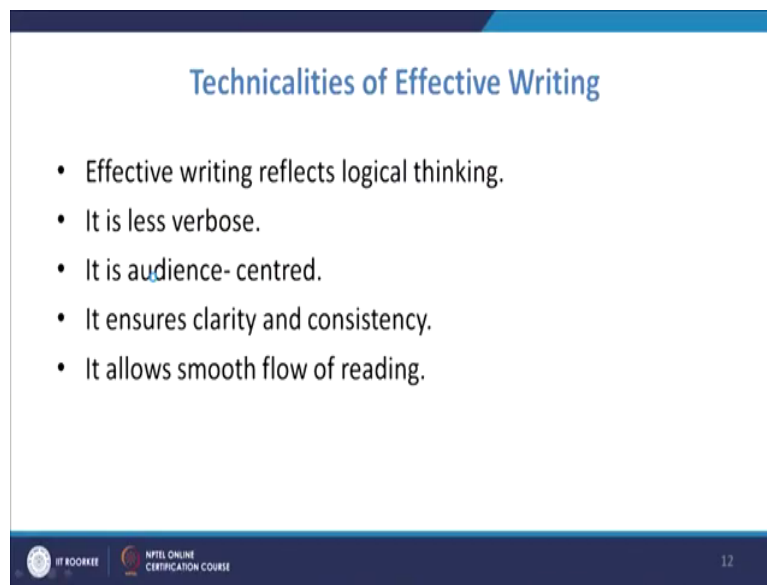
If you are writing scientifically if you are showing a document which has been crowd ready scientifically you actually bring a lot of admiration my dear friend, and for all that suitable use of language is very important. That is why time and again I have been saying that if people who do two lists of writing they cannot have a good memory. So, if you are writing most of the time if you are writing more you will develop a good memory my dear friends.

Now, are there some technicalities involved in effective writing because time and again I have been calling effective is the poem not effective, is an essay not effective, is a report not



effective, but what actually are the technicalities. Effective writing actually reflects our logical thinking as I said earlier your writing is the result of your clear thinking unless or until you think clearly you cannot write effectively.

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- Effective writing reflects logical thinking.
- It is less verbose.
- It is audience- centred.
- It ensures clarity and consistency.
- It allows smooth flow of reading.

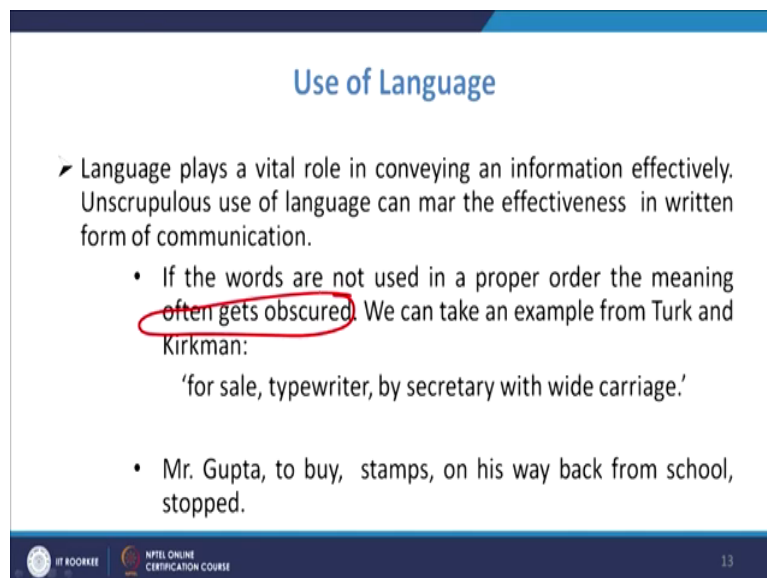
Moreover one of the technicalities of effective writing is that it has to be less verbose, it should not be too wordy you know if your writing is too wordy people often will get confused nobody wants to get a content or a message or a piece of writing which actually is too much time taking yet they give to less. Unless and until writing is audience centered as I have already said you have to think about for whom you are writing because everyone's backgrounds will be different.

Even two people working in the same organization, two friends working in the same institution may not be having the same background it is actually the background the age

experience an exposure all that result into making your writing and making your communication effective. And effective writing also ensures clarity and consistency I mean consistency of thought you read a book and you actually want to finish it why the book has got the capacity to involve you, it has been written in such a meticulous manner that throughout you feel involved.

The moment you come to the end of the book you feel oh it was worth reading it was worth purchasing it was worth buying. So, effective writing allows a smooth flow of reading, you might at times have experienced that when you read a book and you come across some very difficult words some very long Italian lengthy sentence structures you find that it is actually blocking your thought and you put the book aside and you stop reading. So, what was the reason the reason was that the writer failed at writing effectively.

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**Use of Language**

- Language plays a vital role in conveying an information effectively. Unscrupulous use of language can mar the effectiveness in written form of communication.
  - If the words are not used in a proper order the meaning often gets obscured. We can take an example from Turk and Kirkman:  
'for sale, typewriter, by secretary with wide carriage.'
  - Mr. Gupta, to buy, stamps, on his way back from school, stopped.

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So, in order to ensure effective writing it also has to see that it does not block the readers thought processes or readers reading. As I have been saying that language plays a very vital role in making you write effectively is not it. So, sometimes when you do not think about your audiences background what do you do, you actually write very unscrupulously, meaning thereby you have less consideration for your readers and unscrupulous use of language can mar the effectiveness in a written form of communication.

Because everyone does not sit with a thesaurus or annexure time in again so, that when he is reading the piece of literature or a piece of scientific writing he should time in again consult dictionary. So, what he will do who will throw the book aside keep the book aside. So, if the words are not used in a proper order my dear friend the meaning most often gets obscured you as a writer do not want the meaning to be obscured do you not at all.

So, we can take an example from a book by Turk and Kirkman where he says, that when it comes to writing most of us are under the impression that mere scribbling of the words or a stringing some words together can make a meaningful sentence not like that, you can have a look at this for sale typewriter by secretary with white carriage. Now all this is words and these words have got meanings also my dear friends, as you know all words are meaning.

But then what is the problem with this the problem with this expression is that it has not been into a proper sequence and that is why meaning is not proper. Words have a different range words have a great range of meanings, they attribute meanings words may have a denotative value and a connotative value my dear friends. So, when you are using a particular word are you aware how it will affect the mind of your readers.

So, you have to see how it affects your readers because words are tricky, but you have to be a trickier person in order to derive meaning not only for your readers, but to satisfy yourself that as a communicator you have been able to convey your meaning properly. Even also I have a look at the other sentence where the proper structure has not been made. So, what i mean to say is that not only the words, but the composition of the words, the structuring of the words,

the layout of the words, the meaning that you are trying to implant into those words they actually will lead to making your writing effective.

So, when you are writing without having a consideration for your readers writing will not be effective by dear friends. So, what are the things that can be done in order to make our language effectively or in order to write effectively, first is that when you know for whom you are writing you must understand that it is always better to use. Make use of language very directly, sometimes there are many people who think that if they write big words if they use big words people will have a better impression of themselves.

No my dear friends when my message does not get across because I have closed it in a very circumlocution swear what is the purpose of my making use of a good word I am perhaps the spoiling that word. And people most after are after easy to understand language so, you also have to see that you have used a language that is easy to understand and how is that possible, keep yourself in the position of the reader and think as a normal ordinary reader can you understand it.

So, if you have done this then perhaps you are successful, and then comes the choice of words. As I said words have got a range of meaning one word may have got different meanings. Now you have to decide which word will be suitable in which situation because, unless and until a word is used in a proper context the meaning cannot be found rather the purpose of writing is defeated.

So, we will have a complete lecture on how we can make a proper use or a proper choice of words in a particular document, and then what is actually another suggestion is one must use words as per the needs. You will sometimes come across paragraphs which are very long, and when you are writing such a paragraph do not you think that the readers will develop a sort of difficulty when they are reading they will not be able to have a sort of eye relief. Actually most of us have to make adequate use of words to achieve our purpose use words only as much as possible, but do not sacrifice the meaning when you are trying to be precise.

As Bacon says you have to be exact so, when he says exact what actually he means is make use of plain language so, that everybody can understand. On another occasions you might also give a thought to that how can you guide yourself against certain roadblocks, what are these roadblocks these roadblocks are the dangers which are ahead, and these roadblocks actually appeared as a sort of difficulty in the way of reading. Difficult and pompous words I am giving a lecture here and I say that I am a teacher, but suppose I use a word like I am a pedagogue.

So, what will happen though many of you will understand, but there are also many who will not understand the meaning of pedagogue. So, if I write it that as a pedagogue it is my responsibility to implant meanings in my sister peter allen talks will you ever understand my dear friend not many of you. So, what is actually the need of the our is that do not go after words which actually sound too much but then mean too less.

Also try to avoid the use of roundabout expressions these roundabout expressions are you know in literature of course, make an abundant use of roundabout expressions, but then this is not possible when you are writing something a specifically for the purposes of organization you actually have to be rational you have to be scientific my dear friends and also avoid lengthy and convoluted constructions.

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The slide features a blue header bar at the top. Below it, the title "Guarding yourself against roadblocks" is centered in a blue font. A bulleted list follows, containing four items: "Difficult and pompous words", "Roundabout Expressions", "Lengthy and convoluted constructions", and "Unnecessary use of adjectives". At the bottom of the slide, there is a dark blue footer bar containing the IIT Kharagpur logo on the left, the text "NPTEL ONLINE CERTIFICATION COURSE" in the center, and the number "15" on the right.

### Guarding yourself against roadblocks

- Difficult and pompous words
- Roundabout Expressions
- Lengthy and convoluted constructions
- Unnecessary use of adjectives

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Because these lengthy constructions sometimes confuse the readers the readers are not able to understand where the verb is where the adjective is and sometimes, there are many people who actually load their sentences with lots of unnecessary adjectives this habit also has to be dropped otherwise it will become difficulty, it will actually pose difficulty to readers. So, you have to guard yourself against roadblocks.

There are certain ways to develop effective writing skills. What are these ways what are these ways to develop effective writing skills first is read as much as you can, read everything in anything that comes to you, but depending upon how much time you have at your disposal. When you read something specifically with the purpose research when you read something try to analyze, do not take a stand in the beginning.

What happens people sometimes develop a stand, develop a sort of attitude, develop a sort of bias just in the beginning and that is why they are not able to complete their reading or that is why as writers also we are not able to write effectively. The main aim of writing is to express so, think in that manner express and do not impress. When you want to impress naturally you will have a fancy for difficult words you will have a fancy for writing difficult sentences long sentences, and always keep your reader in mind and state your experience. you for that matter I what I should do? I should think myself as a reader, as a recipient and then make use of a particular word that had I been in the position of the recipient could i understand the use of such words.

And then practice my different because it is only practice that can help you as I said in the beginning, and I am going to repeat my different that is only practice that can make you a perfect writer it is practice alone that can make you an effective writer. Here it would not be out of fashion it would not be say against the fitness of things.

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## SECRET OF EFFECTIVE WRITING

“And by the way, everything in life is writable about if you have the outgoing guts to do it, and the imagination to improvise. The worst enemy to creativity is self-doubt.”

— Sylvia Plath

If we mention here some key words of a famous poet Sylvia Plath who actually tells us about the secret of effective writing, and what she says is. And by the way everything in life is writable what I mean to say here is all of us have within us a writer within. So, if you have the outgoing guts to do it many people who feel who hesitate that they cannot write they actually do not have the guts to do it. And the imagination of course, this imagination you cannot use when you are writing factually.

But this imagination is also needed when you are writing and you do not have your audience before you so there what you can do you can just imagine for example, here I do not see you my dear friends but I imagine that all of you are there in the classroom and i am delivering my lecture. So, I keep into consideration all the young minds and also the professionals who are listening to this lecture of mine.

So, imagination to improvise, but always think that you can always improvise you can always correct. The worst enemy to creativity is self doubt many of us do have a sort of apprehension

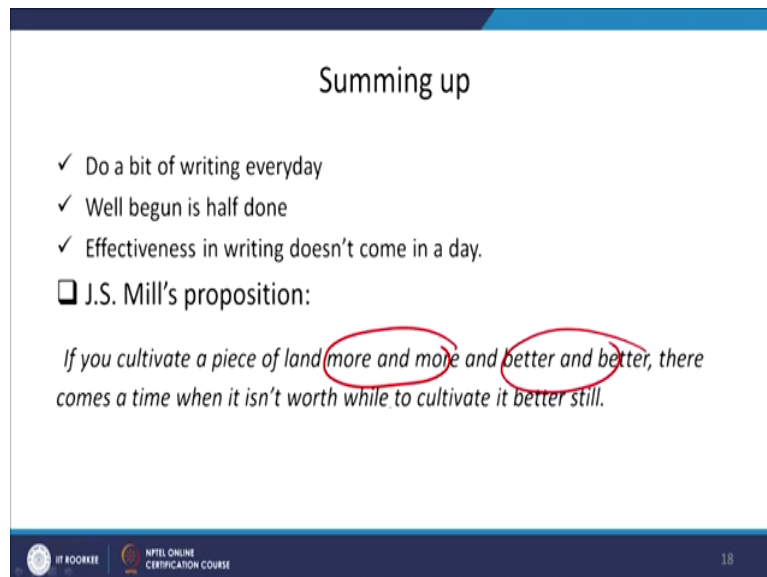


a sort of doubt that you cannot write my difference we cannot write, but that is not true everyone can write everyone should have the guts to write because writing actually is a practice that has to be developed.

What we can do especially those who are the beginners for them my sound advice is do a bit of writing every day, many people suggest that to start with the diary writing, but diary writing always becomes very personal you actually go for several sorts of writing write a page every day and you will find that day by day you are developing, unless and until you begin you cannot do well because there goes the saying well begun is always half done.

Effectiveness my dear friends in writing cannot come in a day it can actually take months and it can also take years. Before I close let me put a proposition which J. S. mill one of the famous philosophers and celebrity is of England said once.

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**Summing up**

- ✓ Do a bit of writing everyday
- ✓ Well begun is half done
- ✓ Effectiveness in writing doesn't come in a day.
- ☐ J.S. Mill's proposition:

*If you cultivate a piece of land more and more and better and better, there comes a time when it isn't worth while to cultivate it better still.*

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If you cultivate a piece of land more and more, more and more and better and better there comes a time when it is not worthwhile to cultivate it better still. What is the meaning? What is the implication here? That as growing writers, as growing individuals, as growing professionals, we need to develop at least for writing we need to practice every now and then better and better and there are several ways you can do that.

I cannot tell you all the ways, but then you also as curious people you also add civilized citizens of this new age, can find several ways in which you can enhance your writing capabilities. My dear friends as somebody said writing actually makes you a perfect man. In order to be a perfect man it is always better to write, it is always better to think of how you can write effectively.

Because effectiveness in writing can result only through practice, only through reading, and only through struggling, but then not simply by sitting at a place and not deciding that you always hesitate and you would not be able to write like these celebrities because writing each a skill, writing is deliberate, writing can be enhanced, writing can be developed and you as a prosperous individual in a new age of today you will come across many resources from where you can get some inspiration as how you can write effectively.

So, in the first lecture my main essence and my main advice to you all is please keep on practicing, will have many situations where we will try to or where both you and I we will try to build a sort of rapport as to how we can write to be realized to be responded till then keep thinking, till then keep writing, till then keep imagining and till then keep thinking, not only that all those writers who have been places who have been celebrities who have been famous they did not become famous in one day, but they also took years you can also take years and you can also grow.

Thank you very much, wish you all a good day.