

## **Writing Skills:**

Writing skills help you disseminate information throughout the workplace in an informative and clear manner. Developing your writing style to become a confident communicator can help you advance in your career. During the hiring process, showing your writing skills gets you a step closer to being hired.

Writing skills include all the knowledge and abilities related to expressing yourself through the written word. It is a sound understanding of language through grammar, spelling and punctuation. People with excellent writing skills can tailor their tone and word choice to different situations and people. They use advanced writing techniques, such as literary devices, to clearly communicate their ideas and keep their readers engaged.

## **Why are writing skills important?**

Writing skills are essential in the corporate world to execute decisive action and provide clear instruction. In order to function smoothly, businesses need to send and receive information at an internal, regional and international level. Writing skills allow people to connect without physically being present in a room. The ability to articulate your points effectively saves time and company resources.

## **Here are more reasons to develop your writing skills:**

**Makes you a better leader:** As you progress up the corporate hierarchy, writing skills become even more important. Small details such as paying attention to your word choice and tone of voice can impact the way your subordinates and your customers feel about you. Writing is a tool that can be used to build trust and show empathy. Using it to your advantage can make you a more effective leader.

**Helps you get hired:** Writing skills are also essential to the hiring process. A well-written cover letter and CV can help you make a good impression. Knowledge about persuasive language techniques can further convince a recruiter of your potential.

**Shows your professionalism:** Business writing skills are important because they are used in various communication channels. To give you an idea of how many there are, here is a list of the most common writing forms in the workplace:

- Email

- Social media posts
- Text message
- Website copy
- Press release
- Presentation
- Business proposal
- Work report
- Internal memo
- Newsletter
- Official document
- Instruction manual
- CV
- Cover letter
- Job description

### **Key Writing Skills:**

Writing skills are the abilities that writers use to effectively communicate their thoughts and ideas through written language. Here are some of the key writing skills that writers should develop and practice:

1. **Clarity:** Clear writing is easy to read and understand, and avoids ambiguity or confusion. Writers should strive to use simple, direct language that conveys their message clearly and effectively.
2. **Organization:** Well-organized writing is logical and easy to follow, with a clear introduction, body, and conclusion. Writers should use headings, subheadings, and transitions to help guide the reader through their work.

3. Grammar and punctuation: Correct grammar and punctuation are essential for clear communication. Writers should know the rules of grammar and punctuation, and proofread their work carefully to catch errors.
4. Conciseness: Good writing is concise, using only the words necessary to convey the message. Writers should avoid unnecessary words and phrases, and aim to be as economical with language as possible.
5. Style: Writing style refers to the way a writer uses language to convey their message. Different styles are appropriate for different types of writing, but all should be engaging, appropriate, and consistent throughout the work.
6. Research: Research skills are essential for many types of writing, including academic and technical writing. Writers should be able to locate and evaluate sources, and integrate information from multiple sources into their work.
7. Editing and revising: No piece of writing is perfect on the first draft, so writers should be prepared to revise and edit their work multiple times. This involves looking for errors in grammar, spelling, and punctuation, as well as opportunities to improve clarity, organization, and style.

These are just a few of the key writing skills that writers should work to develop and hone over time. With practice and dedication, anyone can improve their writing skills and become a more effective communicator through the written word

### **Basics of Writing:**

The basics of writing include several key elements that writers should keep in mind when crafting any written work, whether it's a short email, a long report, a novel, or anything in between. Here are some of the most important basics of writing:

- **Know your purpose:** Before you start writing, it's important to know why you're writing and what you hope to achieve. Are you trying to persuade someone to take a particular action? Inform them about a specific topic? Entertain them with a story or poem? Knowing your purpose will help you choose the right tone, style, and approach for your writing.
- **Identify your audience:** Along with knowing your purpose, you should also consider who your audience is. Are you writing for experts in your field, or for laypeople who may not have as much background knowledge? Are you writing for a specific age group or demographic? Understanding your audience will help you tailor your writing to their needs and interests.
- **Plan and organize:** Before you start writing, take some time to plan out your ideas and organize them into a logical structure. This might involve creating an outline, a mind map, or a list of key points you want to cover. Having a clear plan will help you stay focused and avoid getting off track.
- **Use clear and concise language:** Good writing is easy to read and understand, so aim to use clear and concise language that gets your point across without unnecessary words or jargon. Use active voice when possible, and avoid using overly complicated sentences or words that your readers may not know.
- **Edit and revise:** No piece of writing is perfect on the first draft, so be prepared to edit and revise your work multiple times. Look for errors in grammar, spelling, and punctuation, as well as opportunities to improve your writing in terms of clarity, flow, and style. Get feedback from others if possible, and be open to constructive criticism.

- Stay on topic: Finally, it's important to stay on topic and avoid tangents or irrelevant information. Keep your writing focused and to the point, and make sure everything you include is directly related to your purpose and your audience's needs.

### **Types of Writing:**

There are many different types of writing, each with its own purpose, style, and format. Here are some of the most common types of writing:

1. Narrative writing: This type of writing tells a story, either true or fictional. Examples include novels, short stories, memoirs, and autobiographies.
2. Descriptive writing: Descriptive writing paints a picture with words, often using sensory details to create vivid images in the reader's mind. Examples include poetry, travel writing, and nature writing.
3. Persuasive writing: Persuasive writing aims to convince the reader to take a specific action or adopt a particular point of view. Examples include editorials, essays, and political speeches.
4. Expository writing: Expository writing explains or informs the reader about a topic, often using facts and evidence to support its arguments. Examples include news articles, encyclopaedia entries, and textbooks.
5. Technical writing: Technical writing is used to communicate complex information in a clear and concise way, often using specialized terminology and diagrams. Examples include instruction manuals, software documentation, and scientific reports.

6. Creative writing: Creative writing encompasses a wide range of genres and styles, from poetry and fiction to screenplays and song lyrics. The focus is on using language in an imaginative and innovative way to tell a story or convey an idea.
  
7. Academic writing: Academic writing is used in scholarly research and communication, and follows specific conventions and formats such as research papers, theses, and dissertations. It often involves synthesizing information from multiple sources and presenting original analysis or arguments.

These are just a few examples of the many types of writing that exist, and often writers will use a combination of these types depending on the project they are working on.

## **Contents of Websites:**

The content of a website includes the text, images, sounds, videos, and animations that users experience on a website. Website content is the utmost important tool you can use to achieve your marketing strategy and communication to your customers about your brand.

Let's cover the three main types of web content:

- Written website content should inform all other content of your website. It can encompass a call to action or brief product description on your landing page, case studies, white papers, industry reports, ebooks, testimonials, and blogs.
- Graphic content consists of photographs, fact sheets, infographics, branded images, and data visualizations. Graphic content is generally supported by written and video content and has the opportunity to help your audience visualize what your brand is about.
- Video and audio are very valuable pieces of content that include explanatory videos, podcasts, and possibly music.

The written content is arguably the most important content on your website. For optimal SEO in 2021, websites should have an average of 650-3,000 words per page. Websites with less than 300 words per page are considered “thin” by Google's standards and, most likely, won't rank as highly in search.

## **Steps of Writing Contents of Websites:**

Adding random text, photos, or graphics to a website and sending it out there on the web won't cut it. Your website's content has to be tailored to your website and brand to make it successful. It also has to be optimized so it can stand up to your competitors. Let's take a look at some writing for the web best practices:

### **Step 1 - Know Your Audience and Their Goals**

When you create a website, you're not creating it for yourself, you're creating it for an audience. Yes, you'll reap the benefits of having a good website—increased visitors that translate into increased revenue—but that's not quite the same.

Your website exists to help your desired audience learn about you, or specifically, how your product or service helps them meet their goals or needs. If you do a good job of convincing them that you have what they need, they're more likely to purchase from you.

If you aren't sure who your audience is, or what they want, how can you ever market yourself and your site to them? You can't. At least not well.

Before writing content that you assume will attract people, do your homework. Take a look at your competitors and see how they're positioning similar products. What's your differentiator? Highlight it in your content marketing and on your website.

## **Step 2 - Clear, Crisp Copy**

Have you ever read a sentence worded so poorly that it physically made your brain hurt? Or one that's left you cross-eyed as you try to figure out what it's trying to convey? Don't be that person and don't create that kind of content for your website.

If your website content causes people to stumble and falter as they read, there's an issue.

So what can you do to make sure that your website content is legible and most importantly, easily understood? Unless your audience is more advanced, write for the average reading level.

The National Adult Literacy Survey results suggest that the average American reads at the 7th to 8th-grade level. By using a readability grading tool, you can score your writing to make sure your writing isn't too difficult, or easy, for your audience.

For example, after Microsoft Word reviews the spelling and grammar in a document, it can provide you with your writing score on the Flesch-Kincaid Grade Level and Flesch Reading Ease tests. You can then use this data to refine your writing.

## **Step 3 - Mixed Media**

Do you enjoy spending time on websites that have nothing to look at but text? No photos, no images, just endless text.

Good website content isn't restricted to blog posts and the written word. Research shows that most of the human brain is visual, and people process visual information many times faster than text.

In addition to the text and writing on your website, consider using videos or other graphics to share your message and value proposition with your audience. For example, an easy-to-read chart or graph can also do a better job of explaining a complex topic than text alone.

#### **Step 4 - Concise, Understandable CTAs**

What actions do you want visitors to take on your website? Is it completing a purchase, filling out a form, or visiting your contact page?

Whatever you desire, make it obvious to your website visitors with a clear call to action (CTA). If they don't know what they're supposed to do, then chances are they may not do it.

Your CTAs should focus on one action at a time—don't ask someone to do three different things all at the same time—they'll never remember everything and they'll be driven away by the volume of your requests.

When writing a good CTA keep these three things in mind: make it concise, clear, and actionable. Like this:

Look no further than Demand Jump. Create great content - content that ranks - in half the time!

#### **Step 5 - SEO Optimization**

Good website content is SEO-optimized. In a nutshell, that means it's written in a way that's attractive to search engines, and of course, humans. SEO-optimized content holds valued keywords that your audience is searching for in the text.

Search engines are in the business of getting people the information they're seeking—quickly, efficiently, and accurately. The key is knowing these keywords and knowing exactly what your audience is searching for.

To write SEO-optimized content, do some research around keywords. If you know what your desired audience is searching for, you know what words and terms to include in your website content. That should give you a little boost in search engine results

## Literary Content:

The content of a poem, or of any novel, short story, essay, etc., is what it is about. It is the message, theme, moral, or other purpose of the written work.

Content is often contrasted with form. The latter refers to the way that the information is structured. The form could be a poem, [short story](#), or [novel](#) (or one of the many subforms within those larger structures). The content takes place within the form. For example, '[The Rime of the Ancient Mariner](#)' is a [ballad](#) poem (the form) and tells the story of a mariner's dramatic sea voyage and fantastical near-death experiences (the content).

## Literary Content Definition

Content refers to the information within a literary work. This could be the [moral](#) and/or theme, as well as all the other written elements the author included.

The term "content" encompasses a wide range of elements in a poem. Therefore, it's much easier to analyze its various parts individually. Below, take a look at a few of the many elements that make up a poem or novel's content.

## Elements of Literary Content

Within any literary work, from poems to plays to [essays](#), use content. Some of the various elements of content include:

- **Exposition:** the important background information that a writer includes in a story.
- **Characterization:** a literary device that is used to detail and explains the aspects of a specifically crafted character in a novel, play, or poem.
- **Dialogue:** concerned with conversations held between two or more characters.
- **Plot:** a connected sequence of events that make up a novel, poem, play, film, television show, and other narrative works.
- **Climax:** the point at which the main character is forced to contend with the central [conflict](#) of the story.

- **Resolution:** a piece of literature is the parts of the narrative that bring the story to a close.
- **Conflict:** a **plot** device used by writers when two opposing sides come up against each other.
- **Theme:** the underlying message that the writer or artist wants to convey. Themes can feature in poetry, a short story, a novel, or even a work of art.
- **Moral:** the meaning or message conveyed through a story.
- **Setting:** when and where a story takes place. This could be a real place or someone completely fictional.

### What does content mean in literature?

The content is everything the author includes in their book, story, **essay**, or poem. This ranges from the **characterization** to **plot**, **setting**, and **resolution**. The only things not included in content are the elements of form or how the literary work is structured.

### What is content in a poem?

A poem's content is what the poem is about and what the author includes in the lines. This could be **dialogue**, descriptions, meditations on a specific theme, and more.

### What are the elements of content in literature?

Some of the many elements of content in literature are **dialogue**, **setting**, **exposition**, **conflict**, **plot**, **characterization**, **resolution**, **moral**, theme, and **resolution**.

### What is important about content in poetry?

A poem is defined by its content. Without content, there is no poem. It is everything that the author includes in their **verse**, except the form.

### Related Literary Terms

- **Rising Action:** comes after the exposition and before the **climax**. It includes the complicating or **inciting incident**.

- **Resolution:** the parts of the narrative that bring the story to a close.
- **Short Story:** a piece of writing with a narrative that's shorter than a novel. These stories usually only take one sitting to read.
- **Rising Action:** comes after the exposition and before the climax. It includes the complicating or inciting incident.
- **Novel:** a long, written, fictional narrative that includes some amount of **realism**.

## **Note Taking:**

Note-taking (sometimes written as notetaking or note taking) is the practice of recording information from different sources and platforms. By taking notes, the writer records the essence of the information, freeing their mind from having to recall everything.[1] Notes are commonly drawn from a transient source, such as an oral discussion at a meeting, or a lecture (notes of a meeting are usually called minutes), in which case the notes may be the only record of the event. Since the advent of writing and literacy, notes traditionally were almost always handwritten (often in notebooks), but the introduction of notetaking software has made digital notetaking possible and widespread. Note-taking is a foundational skill in personal knowledge management.

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## **Reasons for note-taking**

Note-taking is an important skill for students, especially at the college level. In some contexts, such as college lectures, the main purpose of taking notes may be to implant the material in the mind, the written notes themselves being of secondary importance. Many studies have been able to show that note taking in college students has helped them become more engaged in the lecture and allowed them to better comprehend the material. Even when students fail to return to their notes and study them, they have shown higher test scores and better comprehension when they take notes versus not taking notes. The difference is even more significant when the notes are hand written and reworded rather than merely transcribed or typed.

Note-taking can be used as a "second brain" to help organize and use information that has been collected

## **Systems**

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Many different formats are used to structure information and make it easier to find and to understand later. The format of the initial record may often be informal and/or unstructured. One common format for such notes is shorthand, which can allow large amounts of information to be put on paper very quickly. Historically, note-taking was an analog process, written

in notebooks, or other paper methods like Post-It notes. In the digital age, use of computers, tablet PCs and personal digital assistants (PDAs) is common.

The note taker usually has to work fast, and different note-taking styles and techniques try to make the best use of time. The average rate of speech is 2–3 words per second (which is 120–180 words per minute), but the average handwriting speed is only 0.2–0.3 words per second (which is 12–18 words per minute).

Regardless of the medium, note-taking can be broadly divided into linear and nonlinear methods, which can be combined.

Regardless of the system used, it can be best to focus on writing down the most important information first

### **Linear note-taking**

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Linear note-taking is the process of recording information in the order in which you receive it. Linear notes are typically chronological outlines of a lecture or a text. Linear note taking is a common means of taking notes, however, the potential to just transcribe everything that is being said or on the presentation slide is quite high. Linear note-taking includes the following:

#### **1. Outlining:**

Outlining is a common note-taking system. Notes and thoughts are organized in a structured, logical manner, reducing the time needed to edit and review, allowing a lot of information to be digested in a short period of time. For classes that involve many formulas and graphs, like mathematics or chemistry, a system such as Cornell Notes may be better.

Outlines generally proceed down a page, using headings and bullets to structure information. A common system consists of headings that use Roman numerals, letters of the alphabet, and Arabic numerals at different levels. A typical structure would be:

I. First main topic

A. Subtopic

1. point 1

2. point 2

3. point 3

B. Subtopic

1. point 1
2. point 2
3. point 3

## II. Second main topic

### A. Subtopic

1. point 1
2. point 2
3. point 3

### B. Subtopic

1. point 1
2. point 2
3. point 3

However, this sort of structure has limitations in non-digital form since it is difficult to go back and insert more information. Adaptive systems are used for paper-and-pen insertions, such as using the reverse side of the preceding page in a spiral notebook to make insertions. Or one can simply leave large spaces in between items, to enable more material to be inserted. (For information about application software that supports outlining, see [Category:Outliners](#).)

Computerized note-taking, whether with a word processor, outliner software, or a digital notebook program, allows note-takers to revise easily and add more entries or rows to the outline.

## **2. Sentence method**

Sentence note-taking is simply writing down each topic as a short, simple sentence. This method works well for fast-paced lesson where a lot of information is being covered. The note-taker records every new thought, fact, or topic on a separate line. All information is recorded but is not organized into major and minor topics. Notes can be numbered or set off with bullets showing where a new thought begins.

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**Non-linear note-taking:** Approaches to non-linear note-taking include clustering, concept mapping, Cornell Notes, idea mapping, instant replays, Ishikawa diagrams, knowledge maps, learning maps, mind mapping, model maps, and the pyramid principle. It includes the following:

### 1. Charting

The charting method of note taking, which includes the drawing of tables sometimes called *study frames*, is useful for subject matter that can be broken into categories, such as similarities, differences, date, event, impact, etc. Students may use charting to identify categories and draw a table prior to a lecture or may review and rewrite notes using the charting method.

### 2. Mapping



A mind map connects ideas together graphically

Mapping uses spatial organization and diagrams to assemble information. Ideas are written in a node-link structure, with lines connecting ideas together. Mind maps are drawn in a tree structure from a central point, purpose, or goal in the center of the page and then branch outward to identify all the ideas connected to that goal. Colors, small graphics, and symbols are often used to help to visualize the information more easily. It is also used for planning and writing essays.

### 3. Cornell Notes



Sometimes lecturers may provide handouts of guided notes, which provide a "map" of the lecture content with key points or ideas missing. Students then fill in missing items as the lecture progresses. Guided notes may assist students in following lectures and identifying the most important ideas from a lecture. This format provides students with a framework, yet requires active listening (as opposed to providing copies of presentation slides in their entirety), and promotes active engagement during lecture or independent reading. The student ends up with full and accurate notes for use as a study guide.

Research suggests that guided notes improve student recording of critical points in lecture, as well as quiz scores on related content. In addition, an investigation carried out on students with learning problems showed that the use of the guided notes is an effective strategy to improve the performance of these students.

## **6. Card file**

A card file uses individual notes on index cards (or their digital equivalent) that may be linked to each other through subject headings or other metadata such as numbers and tags.

## **Electronic note-taking methods:**

The growing ubiquity of laptops in universities and colleges has led to a rise in electronic note-taking. Many students write their notes in word processors or prepare digital hand-written notes using a graphics tablet or tablet computer and styli or digital pens, with the aid of note-taking software. Online applications are receiving growing attention from students who can forward notes using email, or otherwise make use of collaborative features in these applications and can also download the texts as a file on a local computer. It has also become common for lecturers to deliver lectures using these and similar technologies, including electronic whiteboards, especially at institutes of technology.

Online note-taking has created problems for teachers who must balance educational freedom with copyright and intellectual property concerns regarding course content.

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