

NEW PERSPECTIVE IN WRITTEN COMMUNICATION

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INTRODUCTION:

Communication is a natural instinct to living beings. It is the lifeblood for human beings. All living beings communicate; interact with its surroundings within its limited capacity. For example living beings like plants know only touch. So their communication limits up with that sense of organs only. On the other, worms and insects are having two or more than two of organs, namely, touch, taste, and smell. Therefore, they can communicate more sophisticatedly due to their increased capacity. Human beings and others animals are gifted by nature with all the five sense organs and mind. Therefore their communicative ability is much higher, more sophisticated than the rest of the living beings.

Man can touch, taste, smell, see and listen. As he is a developed animal he reacts with the surroundings in a number of different ways. A human being can laugh, frown, shout, hum, sing, please, touch which is not possible for other living beings. These reactions have been divided broadly into two categories:

- 1) Verbal communication and
- 2) Non-verbal communication.

Communication done with the help of words is known as Verbal communication, on the other, non- verbal communication is without words.

Animal cannot communicate verbally, but

human beings can. It is the special feature of human beings. Verbal communication takes place in four different ways, namely:

- 1) Listening,
- 2) Reading,
- 3) Speaking, and
- 4) Writing.

Out of these, the first two are receptive skills. We get knowledge through these ways. The two are productive skills. Human beings produce their thoughts by these two ways. Illiterate men can listen and speak, but only literate people can read and write. Since the dawn of civilization man has been rapidly progressing in these skills. The advanced world of technology has introduced more refined and advanced means of communication and made the world alert and conscious about the universe. The slogans like "Read and lead", "Publish or perish" indicate the importance of verbal communication. In addition to this, there are certain merits of this skill. They are as follows:

THE MERITS OF SPOKEN COMMUNICATION :

Spoken communication gets feedback on the spot. It is free, frank, spontaneous and time saving. It is effective and more helpful. Its use is wide, unique and unimaginable.

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THE IMPORTANCE OF WRITTEN COMMUNICATION:

There are innumerable occasions in the world of business where man needs to write. He has to write for a number of activities, such as for applications, inquiries, replies, placing an order, and its execution, complaints and its adjustments etc. The world of technology cannot do away with report writing. Report writing is the soul of engineering field. Progress reports, inspection reports, committee reports, decline reports, task reports, time reports, feasibility reports, project proposals have become the need of the time. Besides these scientists and technologists, have to put their inventions in front of the world in the form of papers, articles. The importance of written communication is unique and unchallenged. Writing reveals one's ability of thinking clearly and differently. It indicates the writers' mastery over the language. The importance of written Communication can never be substituted by any other means. Its merits are as follows:

THE MERITS OF WRITTEN COMMUNICATION:

- It is useful for distance communication.
- it gets access to a wide number of people.
- It binds one's opinions, decisions, commands and orders. Therefore holds people responsible for their duties and consequently helps to give reward or punishment as well.
- It keeps a permanent record.
- It is saved for future use.
- It is long lasting.
- It is more authentic and useful for legal matters.

THE TYPES OF WRITING

Human beings write for many purposes. Based on this purpose the written compositions are divided into four main types :

- 1) Expressive,
- 2) Referential,
- 3) Argumentative, and
- 4) Literary,

1) *Expressive:*

This type of writing is writer oriented. It is highly subjective. The main function is expression. The writer freely expresses his emotions, feelings, thoughts and attitudes. It comprises imaginative, autobiographical and reflective type of writing.

2) *Referential:*

This type is topic or content -oriented. It is highly objective. Its main function is to give information. This type encompasses expository, narrative, and descriptive of writing.

3) *Argumentative:*

it is listener or reader oriented. Its main function is persuading others to accept the writers' views or influence others. It is also known as persuasive writing. Persuasive writing is found in opinion essays, editorials, and letters to the editors, business/ research proposals, religious books, reviews, or literature belonging to a certain political party or philosophy literature. It is also used in debating, advertisements, and propaganda.

4) *Literary:*

It is message form- oriented. This type of composition is used to carry out poetic function.

HOW CAN ONE WRITE EFFECTIVELY?

Effective writing does not come by chance. It requires a set of skills to write simply, clearly, briefly and accurately. For that one has to keep the following things in mind:

1. REALIZE THE PURPOSE:

- i) If we want to make our writing more effective, we must realize the purpose of it. Therefore, must ask ourselves two questions:
- ii) Why am I writing? Whether to inform or to persuade?

If it is mere informative, then it must

- focus on the subject properly,
- give complete and exact information,
- ascertain the information,
- be presented logically and clearly, and
- make good reading.

If it is persuasive, then it must

- focus on the readers,
- focus on convincing rather than informing,
- support its view points by giving valid reasons,
- follow a logical arrangement
- of thoughts, and
- evoke the intended response from the readers.

In informative writing, subject is important. while, in persuasive writing the reader is important. Therefore, we must look at what we have written and ask ourselves two questions:

- a) Is it clear? and
- b) Have I said it?

2. KEEP SENSE OF THE READER

- i) The second important key to effective writing is the writer must keep the sense of his receivers or the readers. Therefore the second question will be:
- ii) For whom am I writing?

Thus, the second task of the writer remains to recognize the needs, expectations, the nature and intellectual level of the receiver. For that he must keep in his mind the principles of writing.

3. MAINTAIN ACCURACY:

A message should be communicated correctly in terms of grammar, punctuation, and spellings. Know the fact that the readers are intelligent, wise. Therefore, the writer must increase accuracy of his expressions and avoid pitfalls.

4. STICK TO BREVITY:

Brevity is the soul of effective writing. Keep the sense of the importance of readers' valuable time. Precise and to the point writing influences the reader rather than verbose writing.

5. KEEP CLARITY:

Readers read because they want to get clear information, or knowledge. Muddled thoughts fail to attract the readers.

6. REALIZE THE LANGUAGE AND TONE:

Language refers to the words chosen and tone refers to the feelings created by the words used to communicate a message. The tone depends upon the nature of the message. The tone can be.

- Informal,
- Formal, and
- Semi-formal

Informal-

Slang and regional words constitute the texture of language. They give meaning and tone to the language of communication. Its use sounds friendly and co-operative. But it does not suit for formal writing.

Formal:

Strictly formal is scholarly language and uses words, which are not frequently spoken in every day conversation.

Semi-formal:

The semi-formal is leveled some where between informal and too academic.

7. MAINTAIN COHISION AND COHERENCE.

There should be a theme to writing and the communicative purpose must be cleared through writing. The development of the thoughts should revolve around the controlling idea or the theme. There must be cohesion and coherence in the writing. Cohesion can be achieved by formal relationship between the sentences and coherence can be achieved through functional relationship to maintain the unity or singleness of purpose. The temporal and spatial relation should be cleared among the incidents, actions and process.

If the writer is not careful enough to keep the reader on the proper path the reader loses his track. The writers' carelessness can take any number of forms, such as:

- excessively long and cluttered sentences,
- switched pronoun in mid sentences, switched tenses
- illogical sequel to sentences.

CONCLUSION

After all, we must remember that our readers are human beings. As a writer, we must convey our understanding by visualizing its effect on the feelings of the reader and his interest in it.

The writer must empathize with the reader. He must place him / herself in readers position. Therefore, we should use simple, proper and selected words. Deep knowledge of the subject matter, proper use of words, proper presentation, proper reasoning makes the writing effective.

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