

WRITING SKILLS FOR EMPLOYABILITY

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Abstract : Communication is a vital skill not only in one's daily life but also in each and every aspect in business. Communication plays a crucial role in the success of the business. The goodwill of the organization also depends on the effective communication skills of both the employers and the employees. At present there is a great demand for the people who have effective communication skills. People master the speaking skills but the somehow do not succeed in written communication. English as a global language is also a blessing for a business as it connects the whole world. It has become much more essential for us to groom our communication and language skills, especially our writing skills to survive in this competitive world and reach out to our goal of becoming successful businessmen or person and in turn add to the Indian Economy.

This paper is an attempt to study Written Communication. This paper is also an attempt to explore the relevance of the Effective Writing skills for Employability. This paper also aims at providing the guidelines to improve the writing skills.

Keywords : Communication, Business Communication, Language Skills and Writing skills

INTRODUCTION

Communication is as old as the human civilization. All living being on this earth communicates and to exist one needs to be successful communicators. Communication is a pre-requisite for survival. Communication is a necessary skill not only in one's daily life but also in each and every aspect in business. Communication is "as essential a part of our social life today, as breathing is to our physical life" (Dey, Kurawadwala, Roy, Peter, and Deshpande, 2005, 1). Communication is derived from the Latin word "Communicare", which means to make common or to impart or to transmit. Communication is nothing but an act of transmitting information or sharing of ideas, feelings, experiences and emotions from one person to another person. Communication can be from one person to an individual, group or mass. The experts have defined the word 'Communication' in a number of ways, to quote a few:

1. The Oxford Dictionary defines Communication as: "the action of conveying or exchanging information and ideas" (www.oxforddictionary.com).

2. W.H. Newman and C.F. Yummer defines Communication as "an exchange of facts, ideas, opinions or emotions by two or more persons". (Choudhary and Nambiar: 2005, 3)

Communication plays a crucial role in the success of the business. "Every business organization, large or small in size, is held together by communication" (Mulgaonkar, Waradkar, Bapat, and Chakravarty: 2011, 2). The Goal of the organization is achieved largely by the exchange of information among the people within and outside the organization.

LANGUAGE SKILLS

There are four Language skills i.e. Listening, Speaking, Reading and Writing. The first three skills can be mastered easily but the last Skill i.e. the Writing Skill requires a lot of attention to deliver the right

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message at right time to the right person. Here the speaker or sender of the message is missing and the receiver has to understand the message in the right spirit and in the right intentions as the sender intends to.

BUSINESS COMMUNICATION

Business is the aim of every businessman as every aspect of business in the corporate world is governed by communication and it can be depicted as “the buying and selling of the goods and services with the intention of making profit” (Thacker and Jajodia: 2013, 10). Every businessman enters into the business world or has his own organization with an intention to become successful and profit from the same. In order to carry out these activities, the businessman finds it obligatory to communicate internally and externally with the people in the organization (employers, employees, staff, and workers) and with the people outside the organization (stake-holders, government, financiers, Bank, competitors, insurance companies, sole-traders, transport companies, customers, etc.).

WRITTEN COMMUNICATION

Written communication is a type of verbal communication. Any piece of communication using the medium of alphabets, sign, signals and codes are termed as written communication. Formal communication is mostly done by written communication. Business correspondence is the term used for any communication in writing for business. All type of business depends on the effectiveness of communication especially in written communication. The effective executive or businessman must know how to write and evaluate the types of written communication such as memorandums, memos, mailgrams, telegrams, advertising copy, legal and semi-legal notices, Pamphlets, handbills, books, journals, brochures, booklets, journal writing for newspapers, magazines, house organs and bulletins. Apart from this he also has to be talented in writing letters in the form of sending and receiving letters of enquiry, sales, grievance, appointment, job acceptance, statement of purpose, testimonials, complaint, claims and adjustments, placing an order, RTI Letters resignation letter, etc .

MERITS OF WRITTEN COMMUNICATION

- 1.Mass Dissemination
- 2.Evidence/ legal validity
- 3.Aids memory
- 4.Suitable for long/ lengthy messages
- 5.Accurate and organised
- 6.Reference value
- 7.No distortion
- 8.Comparison of performances
- 9.Accountability
10. Goodwill function

DEMERITS OF WRITTEN COMMUNICATION

- 1.Time consuming
- 2.Confusion and misinterpretation
- 3.Slow feedback
- 4.Lengthy process
- 5.Expensive
- 6.Lacks of personal touch
- 7.Unsuitability for illiterate people
- 8.Problem of storage

IMPORTANCE OF MASTERING WRITING SKILLS FOR EMPLOYABILITY

Generally many professional writers give little thought to effectiveness of writing. They are concerned only with getting ideas on paper without making any mistakes. Effective communication in writing is also a must for the organisation to shine high and to maintain the goodwill. Most of them take it for granted and concentrate on the oral presentation skills of an individual. But soon they realise when they sit down to write down the reports or business letters. The style of writing is an important device to make

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communication effective. Your reader responds to the way the information is presented to him. So it becomes necessary to know how to write with what to write.

These days there are employers looking out for people who can communicate effectively in English as English is a global language and helps to connect to the world. It becomes necessary for the employees to master the English language and also to be an effective communicator both in oral and written communication. People with effective writing skills are more in demand these days as to meet the increasing demand of the organisation and the technological advancement. These days' written emails are more in demand and people have to be cautious in writing emails as it is the quicker and fastest services provided by the technology for written communication. People with good and effective communication skills especially writing skills are more in demand and are hired by reputed organizations, so one has to master the effective writing skills to climb up the stairs of success.

GUIDELINES TO IMPROVE WRITING SKILLS.

Poor communication in the workplace can cause tension, but this friction can be easily calmed with training on effective writing skills. Miscommunication can result in lowered morale, hurt feelings, and a loss of business from profitable customers. The purpose of business writing is to effectively express your message to your reader, whether that is a potential customer, associate, or a person interested in joining your business. To make sure your business writing is effective in whatever goal you are trying to achieve—whether that is to make, recruit members, sales or inform the public about your business—you can use the following guidelines.

1. Know Your Reader: The first and most important consideration to make before you do any form of business writing is your audience. Knowing your audience is the best way to decide what type of language to use, how to format your message, and what the best approach is to getting your desired response.

2. Diction, Emphasis, Unity and active voice: Diction is making the right choice of words. When one sits to write has to select and use the right words to express one's feelings and convey the right message to the reader. Giving emphasis to a suitable part of sentence is another feature of effective writing. Emphasis is giving importance to particular ideas and facts and designates their relative values to each other and to main idea. Unity denotes the state of being one, i.e. all the individual sentences should be united and should have the same message. In writing reports, one must present it in an active voice that sounds lively, alert, clear, immediate, direct and active.

3. The seven C's of effective writing: One has to keep in mind the seven C's of effective writing i.e.

1. Clarity: The sender must be clear about the purpose of writing the letters and must make sure that his ideas are transmitted and comprehend by the receiver of the message.

2. Courtesy: The writer should maintain a polite tone and attitude towards the reader by using courteous language such as 'kindly' and 'Please'.

3. Conciseness: Conciseness means being brief. Readers are not interested in reading the business writing as novels, so one has to be very brief keeping in mind the reader's knowledge on the subject and their time constraints.

4. Completeness: The message has to be complete from every aspect. It should have the right information and should enable the reader to get the complete idea after reading the letter.

5. Correctness: whatever is written has to be doubled checked before sending to the reader or receiver. The message has to be error free to keep miscommunication at bay.

6. Consideration: The sender should have respect for the receiver and it is identical when he writes down a letter. It can be done by adopting "you" attitude in place of "I" attitude.

7. Credibility: Credibility means reliability and to be credible is to make the reader believe you even in written communication. The reader will take the message seriously and act upon it only when he believes you. So one has to write with sincerity.

4. Avoid the five mistakes: One should avoid the mistakes like burying the point, inviting a yawn, saying in twenty words what you could say in five, using unfamiliar words, relying on outdated language. Hasty business writing is a one-way ticket to the "delete" button

5. Avoid Jargon and Industry- Specific Terminology: Although you usually want to sound intelligent and professional in business writing, you should stay away from industry-specific or complicated language if your target audience is not from your technical field. Using big words and technical jargon may make you

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seem smart, but readers are much more likely to respond favorably to writing that uses familiar words.

6.A Conversational Tone: Effective written communication uses a conversational tone, and never sounds formal or stuffy. It uses active verbs to help the communication feel lively.

7. A Positive Attitude: Effective communication tends to be positive in tone, and shouldn't be rooted in anger. It may feel good to write an email or an office memo while you're angry, but it's not likely that the result will be effective at producing the results you want.

8.Say What You Mean in as Few Words as Possible: Another key to successful business writing is to use as few words as possible to get your message across. It may seem like the more copy you have the more impressive your message will be, but readers will quickly tire of reading fluff and your message will be lost. Keep your sentences short and make sure the message you are trying to convey comes through in every sentence.

9.Use Simple and Ordinary Language: The complexity of the language you use is important, which is why concrete terms that will have a meaningful impact are better to use in your business writing than vague and abstract terms, no matter who you are writing for. You don't need fancy language to make your point in writing.

10.Know Exactly What You Want to Say: The last thing to remember for effective business writing is to have a goal or message in mind before you start writing. Decide what you are trying to accomplish and develop a plan that compels the reader to take your desired course of action. If your goal is to inform your reader, your writing should be different than if you are trying to sell something to your reader.

11. Professional Grammar, Spelling and Punctuation: Effective written communication is always punctuated and spelled correctly. Sloppy grammar, spelling and punctuation shows disrespect to the reader and reflects poorly on the writer. It's particularly important to spell names correctly when writing direct communications.

12. It should be original: Nothing appeals so much as originality. One has to have his own style of writing. It is not advisable to copy stereo typed words and phrases that one commonly comes across in most business letters. One has to be creative and imaginative in writing letters, for e.g. "Thanking you in anticipation", or "I request your kind honour".

13. Promptness in Correspondence: If the company has to send any letters, the secretary should promptly handle both the incoming and outgoing mails and letters. Some incoming mail may require immediate replies, and accordingly the secretary should handle it. Again, certain letters must be drafted and sent urgently on a priority basis, and as such the secretary must be prompt in handling correspondence. More than ever, it's important to know how to communicate your point quickly and professionally. Many people spend a lot of time writing and reading, so the better you are at this form of communication, the more successful you're likely to be.

To conclude, Business communications must be clear, concise, and easy for your audience to understand—as well as compelling enough to entice your reader or audience to take action. When you use these guidelines for improving your writing skills, your written business communications will get results! This will help you get recognition as it caters to employability and overall success of the organization and the nation at large.

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