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COMMUNICATION SKILLS

UNIT 3

TOPIC :

- **Writing Effectively : Subject Lines, Put the Main Point First, Know Your Audience, Organization of the Message**



Writing Effectively

→ Writing effectively means presenting ideas in a clear, concise, logical, and audience-appropriate manner. It involves not only good grammar and vocabulary but also proper structure, relevant content, and strategic presentation to convey the message successfully.

Tips for Writing Effectively

- Always proofread for grammar and spelling.
- Be concise – remove unnecessary words.
- Use active voice where possible.
- Be courteous and professional in tone.
- Use proper formatting – font, spacing, paragraphing.

Subject Lines

➤ A subject line is a short phrase or sentence that tells the reader what the message is about. It is used primarily in emails, memos, and letters.

Importance

- Grabs attention immediately
- Tells the reader what to expect
- Helps prioritize reading
- Aids in organizing and searching documents

Characteristics of an Effective Subject Line

- Clear and specific
- Brief (6–10 words ideally)
- Reflects the main message
- Avoids vague terms like “Important” or “Update” without context

Examples

▲ Meeting Rescheduled to July 10 at 2 PM

▲ Quarter 2 Sales Report – Action Required

Put the Main Point First

➤ Effective writing places the main idea or request at the beginning rather than burying it in the middle or end of the message.

Why It Matters

- Saves the reader's time
- Increases clarity and understanding
- Ensures key points are not missed
- Encourages quicker decision-making

How to Apply

- Start your message with a direct statement or request
- Avoid unnecessary background details at the beginning
- Use a bold sentence or bullet to highlight the main point (in digital formats)

Example

▲ "Please approve the attached budget for the upcoming seminar by Friday."
(Main point stated in the first sentence)

Know Your Audience

➤ Understanding who you are writing to helps you choose the appropriate tone, content, and level of detail.

Why It's Important

- Makes the message relevant and relatable
- Improves engagement and understanding
- Avoids confusion or offense
- Helps tailor examples, vocabulary, and tone

Tips to Know Your Audience

- Identify their position (e.g., student, manager, client)
- Know their level of knowledge on the topic
- Be aware of their interests and expectations
- Adjust tone (formal/informal), complexity, and content accordingly

Example

- ▲ For a professor: Use formal language and structured explanation.
- ▲ For a friend: Use casual tone and informal structure.

Organization of the Message

- A well-organized message helps readers understand your content quickly and accurately. It involves structuring your content logically.

Key Elements

- Introduction – Briefly state the purpose.
- Body – Provide background, details, evidence, and arguments.
- Conclusion/Call to Action – Summarize or tell the reader what to do next.

Strategies for Organization

- Use headings or bullets for clarity
- Follow a logical order (chronological, priority-based, problem-solution, etc.)
- Keep paragraphs short and focused
- Use transitions to connect ideas smoothly (e.g., “In addition,” “However,” “As a result”)

Benefits of Organized Writing

- ▲ Improves readability
- ▲ Enhances professionalism
- ▲ Helps readers retain information

▲ Makes it easy to act on the message

