SESRIC

Statistical Capacity Building (StatCaB) Programme [2019-STATCAB-63001]

'Effective Written Communication Techniques' INSTAT of Albania 18-19 March 2019





















Table of Contents







## The Writing Process





## Basic Principles for Effective Writing





## Source:



Know why you are writing

- 5 W + 1 H
- Reason for writing
- What are you writing?
- What is your objectives?
- Who is your audience?



Source:





- Think, talk and read
- Write journal
- Free writing
- Mind mapping



Source:



Researching your topic

- Collecting input
- People as resource
- The internet



Source:



Know your audience

- Analyse your audience
- The variety of audience
  - Linguistic Barriers, Socio Cultural Barriers
- Steps in doing an audience analysis
  - Distinguish
  - Prioritise
  - Mapping the audience
    - Audience analysis matrix



Source:



The writing process

- Elements of writing process
- Introductions and conclusions
- Prepare a Gantt chart and follow the schedule



Source:



Dealing with writing blocks

- Make writing your friend
- Write with your familiar language
- Peer review
- Plan your work
- Do read
- Do exercise
- Writing-friendly environment



Source:

Writing an outline

## What is an outline

- Topic sentence
- Introduction
- Sub-headings
- Main points and information
- Conclusion
- Topic sentences
  - Main idea

Source:







Making an argument

- Different value, beliefs, attitudes, perspectives and opinion
- To convince others of our thoughts
- Reader oriented strategies



Source:



Getting feedback

- To know whether the writing has achieved its objectives
  - Friends
  - Audience
  - Experts
- Criterion-based feedback
- Reader-based feedback



Source:



Edit for effectiveness

- Check for complete sentences, proper spelling
  and correct grammar
- Proofread
- Correct mistake



Source:



15



😯 www.dosm.gov.my 🛛 🕇 🕟 🈏 🔂 @StatsMalaysia