

**Department: SKILL AND PERSONALITY DEVELOPMENT PROGRAMME CENTRE FOR SC/ST STUDENTS (SPDP)**  
**(Sponsored by AICTE)**

**Date: 23<sup>rd</sup> February, 2021**

**An Expert Lecture  
on  
"Strategies for Improving Writing Skills"**

An expert lecture on "**Strategies for Improving Writing Skills**" was organized by the College under Skill and Personality Development Programme Centre (SPDP) for SC/ST students sponsored by AICTE on **23<sup>rd</sup> February 2021**. The Resource Person was **Dr. K. Madhu Murthy, Senior Assistant Professor, Sri Kalahastheeswara Institute of Technology, Srikalahasthi, Chittoor District.**



***Dr. K. Madhu Murthy, Senior Assistant Professor, Sri Kalahastheeswara Institute of Technology, Srikalahasthi, Chittoor District addressing the students***

Dr. K. Madhu Murthy started his talk by motivating the students that Writing Skill is important nowadays to survive and be more competitive and collaborative in all our endeavors. The resource person insisted the students that to be successful in a team, one has to invariably possess good communication skills. He enlightened the students on the ways to improve communication skills (both verbal and non verbal) and remarked that speaking is a spoken medium and writing, a written medium, when properly documented, acts as a proof.

Dr. Madhu continued with his talk that why writing is important as it is the measurement of intellect, cognition and communication skills; it makes us feel confident; makes things remember better; leads to success in job; and helps to express better. He spoke about

different styles of writing. **Narrative Writing** is to tell a story, fictional or real which has a definite beginning, development of plot and ending where sequential order of events and chronology are maintained. In this type of writing, the priority is over action rather than description. In case of **Analytical Writing**, it is used to verify a statement, agreement, theme etc. to decide whether or not it has merit. Here the focus is on similarities and differences and to find out proof based on text. In this type, in order to analyze one has to read critically and find evidence. In case of **Expository writing**, it describes and explains a particular idea. This type of writing explains things, relationship, describes places, people, ideologies etc. The attention here is to provide information where the writer presents facts rather than voicing his/her own opinion. Ultimately, one can find that Expository Writing is based on facts, laws of principles and cause & effect. The next type is **Persuasive Writing** which is used to describe non-fiction where people are convinced of an idea. It is based on logic and emotional appeal which requires dynamic language. Later, he spoke about **Creative Writing**, which stems from the imagination of a person (Novelists and Poets are the best examples and it is not limited to any particular genre). **Review Writing** was also discussed wherein he illuminated the students that it is a combination of Persuasive and Descriptive Writing. He told that in Review Writing one can use short and crisp sentences; use fad words, jargon etc. and there are plenty of jobs available in this sector due to online marketing. In case of **Advertisements**, one has to follow the steps used for marketing strategy; use more adjectives and adverbs; incomplete sentences; tagline or theme sentences; and effective use of pronouns are observed.

Dr. Madhu once again explained quite a number of strategies to improve writing skills – read; target your audience; use an outline (Rough draft/Brainstorm & jot down); strong opening (topic sentence); answer the 5 'Wh' questions (who, what, when, where, why and how); be simple, direct, straightforward and clear sentence (use active voice – where action is described from the point of subject); choose strong verbs; and limit your adjectives and adverbs. He also appealed to the students to understand and focus on ethos, pathos and logos by briefing the things effectively.

Also, he elaborated the nuances of *Paragraph Writing* was elaborated which should consist of - a series of interlinked logical sentences; have complete, correct and concise

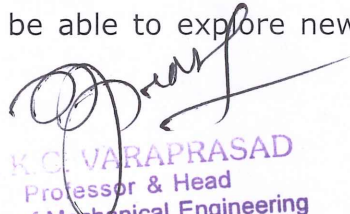


sentences; easy to read and well organized; and focus on one topic, theme or central idea. Further, he brought to light the *features of a paragraph* which should consist of unity; length; coherence; emphasis; courtesy (never use offensive/crude language); and correctness (grammatical correction, punctuation and spelling). By taking a sentence "A woman without her man is nothing", the resource person explained how the meaning changes, when the punctuations are placed at different places in a sentence. He also mentioned the things to be avoided in a paragraph – a faulty start; incorrect statement; a nonsense sentence; a formula statement; lack of topic sentence; choice of poor/difficult vocabulary; and slays/jargons and clichés.



**Students' participation during the expert talk**

Students attended the program and it is expected after listening to the program on *strategies for improving writing skills*, students will be able to explore new ideas and write effectively with clarity and brevity.

  
Dr. K. G. VARAPRASAD  
Professor & Head  
Dept. of Mechanical Engineering  
Sree Vidyanikethan Engineering College