



RESEARCH ARTICLE

EFFECTIVE WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS

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ABSTRACT

This paper focuses on the importance of writing skills for academic and professional success. Most professions demand written communication. This can be an opportunity to shine or it could hinder one's success. Writing skills play pivotal role in our professional life. Good writing skills can help us come across as more credible, more capable, than a colleague who frequently has typos and grammatical errors. Whatever we can do to improve our writing skills will help us attaining our short-term educational goals and long-term career goals.

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INTRODUCTION

Without good writing skills the world would be in chaos. Bad writing skills can lead to misinformation, wrong or ambiguous message. Good writing skills can lead to fruitful life and career.

Good writing skills can lead to a monetary value. Lots of people make a living through writing. Writers are not who just write books. There are technical writers, copywriters, software writers, blog writers, poets, article writers, creative writers the list goes on. Even if someone is not a professional writer, there is a way to make money with his good writing skills. There are endless ways to make money on the internet with endless amounts of content.

Writing well is an art that every body should master in order to be successful. Writing well means conveying thoughts, ideas, and facts in simple and clear language. The art of writing is not something that is taught seriously to us in school. It is essential in order to excel both academic and professional levels. Good writing skills are important for students because those who possess good writing abilities can edge over the other students and score better than them. They can effectively convey what they have learnt through their writing. Which ever course a student pursues the importance of writing well cannot be undermined. For e.g. an engineering student should have knowledge of technical writing as he/she may be required to write technical documents - in college. Similarly, a science student might be required to write research papers. For writing research papers, it is necessary that he should be able to put

forth the right facts and information. Also, the research paper should be free from spelling and grammar errors. If he is not a good writer, then he will not be able to accomplish this task properly.

Good writing skills are very important when a job involves writing. If someone is employed for his writing skills, having "good" writing skills is a job requirement. However, more professions require good writing skills than those traditionally associated with writing. Any time a profession requires written communication, writing skills becomes inevitable. With emails, notes, letters, texts and Tweets, most people spend a fair amount of time at work communicating through writing. Whether you are messaging a colleague, writing to your manager, or crafting the company newsletter, your writing skills creates an impact and it makes you stand apart from the crowd.

The National Commission on Writing conducted a comprehensive survey and concluded that writing is a "threshold skill" for hiring professional employees. Correspondingly, poorly written job applications are a "kiss of death." People who cannot write and communicate clearly will not be hired and they will not be considered for promotion. The importance of writing skills in today's workforce is so profound so the job seekers must improve their writing skills to survive in the job market.

If anyone wants to be an effective writer, the first step is to read good writing and bad writing. Then he should learn to see the difference. Everyone tends to write essays, applications, cover letters, resumes, theses, technical reports, blogs, poems, books

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and compose emails. So improving one's written communication is the need of the hour. The writing style one has chosen depends on many things. If someone is writing a book or poetry or even a simple assignment is his writing style. writing style is nothing but writing ability. One need to write something that matches his strength. If someone is a technical writer it is not a good idea to write a comical piece without practice and training. He needs to know his own limitations when he is choosing a writing style. One has to study and practice before writing outside of his writing style. Then One must take into consideration his audience he is writing for and then the purpose of the writing. By understanding these things he can choose the correct writing style. If, for example he is writing for an internet audience, he needs to write in a conversational style that avoids difficult jargon, and if he is writing for a younger audience he has to make sure he uses appropriate words suitable to their age. If he is writing for a technical audience make sure he uses technical terms because the audience will expect it.

There are many reasons to have good writing skills. The most important one is communication. Good writing skills are important in professional and personal lives.

Though we live in an era where print media is waning, We use written communication more regularly now than ever before. Text messages, social media posts, e-mails, comments are all modes of communication that typically rely entirely on written words. Strong writing skills in English come from practice and determination. No one is born an excellent writer. Learning to be an excellent writer in English takes a lot of time and practice. Anyone can be a good writer if he is determined enough.

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