
Guidelines for Effective Writing

- Write strategically
- Write logically and coherently
- Use formatting devices and color effectively
- Write clearly and concisely
- Use graphic material wisely
- Pay attention to style and tone
- Write without “mechanical” errors

Five Ways to Logical Writing

- “Pile” similar information together.
- Organize “piles” into a logical sequence using a common organizational pattern.
- Check that each sentence and each paragraph contains one and only one idea.
- Use transitions effectively to link one idea to the next.
- Answer the “three” questions.

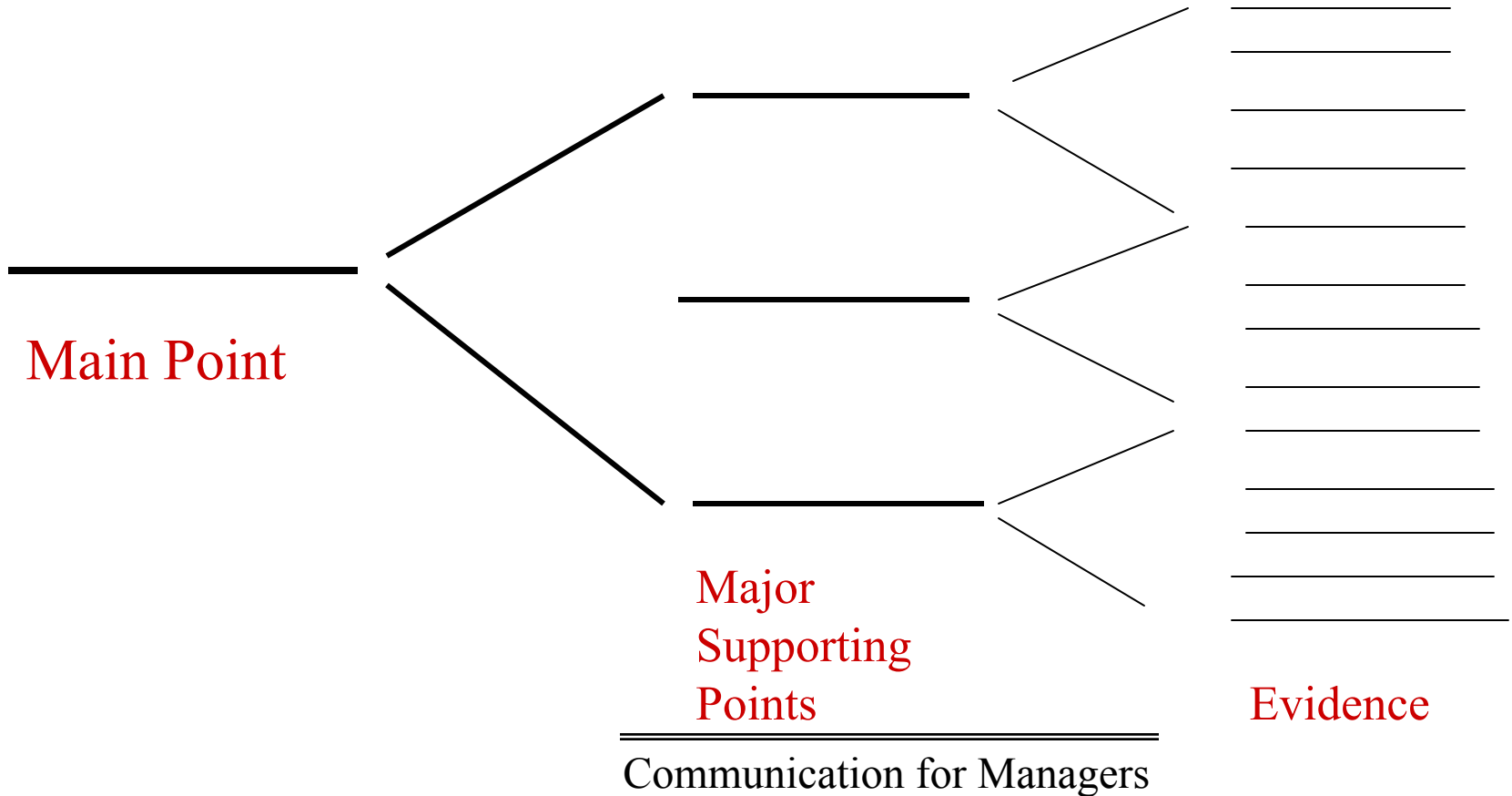
When Your Writing Is Logical . . .

- Ideas are in sequence
- Your writing flows from one point to the next
- The relationships between ideas are sound
- There are no “gaps” in your story

Clear and Concise Writing

- You should:
 - Identify characters
 - Use verbs to name actions
 - Write with readers' expectations in mind
- You should try to avoid:
 - Nominalizations
 - Stacked nouns
 - Passive voice
 - Redundancies
 - Neg. Constructions
 - Needless words

Structure of an Organization Tree



Organizational Patterns

- Chronological
- General to specific
- Specific to general
- Cause and effect
- Comparison
- Contrast
- Spatial

“Connectors”

- Repeater Connectors

- Key words
- Pronouns that replace key words
- Other words or phrases that replace key words
- Other words or phrases that imply key words

- Direction Connectors

- Moving in the same direction
- Moving in the opposite direction
- Moving toward a conclusion
- Moving up or down the ladder of abstraction

The Six Most Common Grammatical Errors

- Lack of parallel structure
- Sentence fragments or run-on sentences
- Errors in agreement
- Misuse of case
- Misplaced or dangling modifiers
- Vague pronouns or pronouns without antecedents

The Four Most Common Punctuation Errors

- Misusing commas, as for example:
 - creating a comma splice
 - not using commas to set off non-essential clauses
- Misuse of apostrophes
- Not using hyphens to make compound adjectives
- Using quotation marks with other punctuation marks incorrectly