



SESSION ON PROFESSIONAL WRITING SKILLS

DATE: 24/10/2019

VENUE: SEMINAR HALL

CONDUCTED BY: BBA

ATTENDED BY: 2nd year BBA students.

ORGANISED BY: St. Francis de sales college, Electronic city, Bengaluru.

On 24/10/2019 to enhance the writing skills of BBA students, we had conducted a session on "PROFESSIONAL WRITING SKILLS" for the second year BBA students of ST. FRANCIS DE SALES COLLEGE. The resource person Mr Karthik P. Addressed the students.

The session included the importance of writing, difference that we can see in the professional writing, tips to enhance our writing skills. This was explained in the form of steps.

Professional writing doesn't have to be boring. In fact, it can be a great test of your writing skills and how well you can share your ideas. To enhance our writing skills, the speaker gave top 10 skills that we should practice:

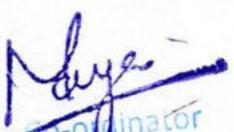
Defining Your Purpose is the first step. Don't just sit down and start writing right away. Instead, you need to think about what you're writing, and why. One of the biggest differences between business writing and other types of writing is that it needs to be concise. You don't want to use fluff to take up more space. Keep your reader in mind as you write. Think about what they know already, especially as you determine the terminology to use. When writing for business, people

typically choose a more professional tone. Depending on the document you're writing, however, a conversational tone may be preferred.

As an expert in your field, it's easy to throw in jargon and buzzwords without even thinking about it. Before you do this, think about your audience. What words will your audience know? Try to use simple words that everyone reading your work will understand. Using active voice strengthens your credibility and adds power to your ideas. The opposite of active voice is passive voice. It tends to use more words to say the same thing, weakening your statements.

And finally, never publish, print, post, or email any document until you've proofread it. Make sure that your writing is error-free before it gets in the hands of your customers, clients, investors, and others. Bad grammar and punctuation errors will make a bad impression and reduce your credibility. If you struggle with grammar and punctuation, send your work to someone who can edit it for you.

This way the students were given training on Professional Writing skills. This was a very knowledgeable session. The students have found it useful.


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