

introduction

**JMC-103:**

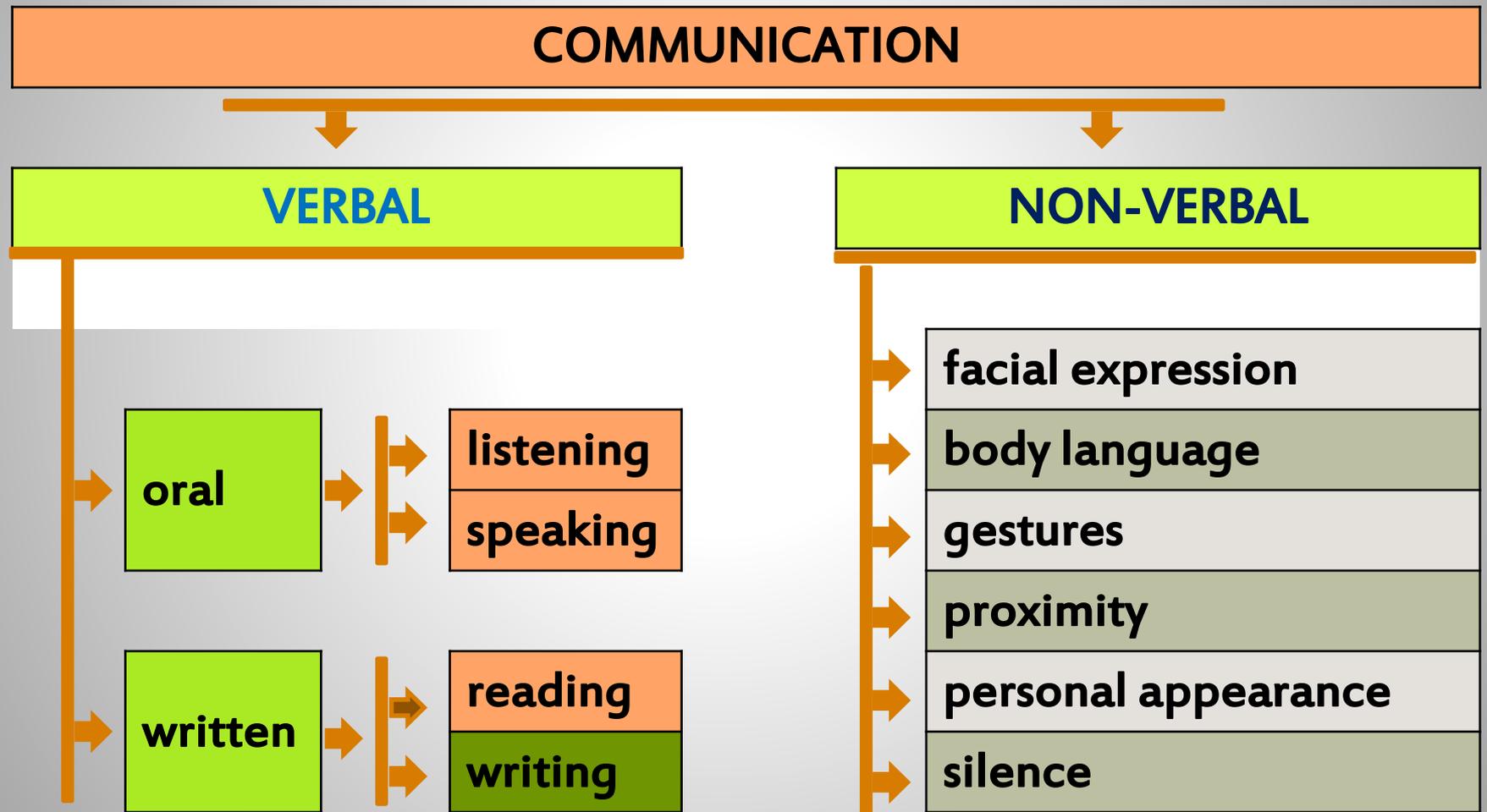
# **Principles of Journalism**

# GOOD WRITING

characteristics

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# Forms of Communication



# introduction

- Humans need to carry out their communication in order to fulfill much of their everyday needs.
- Language is a **medium of communication** humans use to convey their views, opinions, thoughts, ideas, reactions, emotions and passions.

# introduction

- Language plays a vital role in sharing people's ideas and feelings with others. Human beings are different from living beings because of their oral and written communication skills.

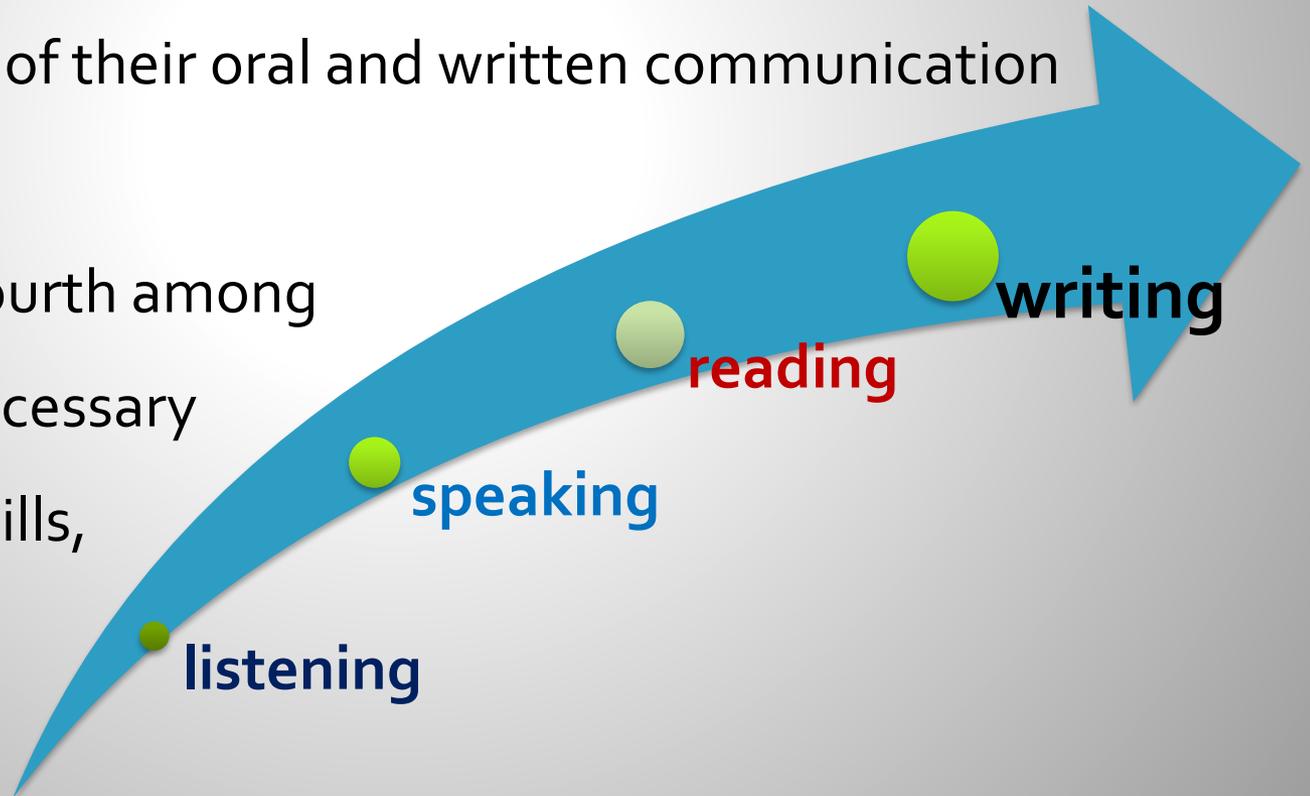
- Writing is the fourth among the basic necessary language skills, which are:

**listening**

**speaking**

**reading**

**writing**



# introduction

- **Writing** is a medium of human communication that represents language with signs and symbols.
- **Word Origin:** From Old Norse *rīta* (to score, to draw), to old Saxon *writan* (to cut, write), to middle English *writen* to modern English *write*
- While '**good**' means, something or someone having the desired qualities; or something of a high standard.

# introduction

- Hence good writing means

*a writing that is of a high standard*

*having the desired qualities required for*

*the skill.*

# definition

- Writing is a visual representation of speech. It is the process of using symbols (letters of the alphabet, punctuation and spaces) to communicate thoughts and ideas in a readable form.

# definition

- Writing is a process where relevant symbols have to be arranged according to a certain conventions to form **words** and words have to be arranged to form **sentences**.
- Thus, writing involves **encoding** of human thoughts in some **visual form**.

# definition

- Writing, in other words, is **not a language**, but a tool used to make languages readable. Within a language system, writing relies on many of the same structures as speech, such as vocabulary, grammar, and semantics, with the added dependency of a system of signs or symbols.
- The result of the activity of writing is called a *text*, and the producer of the text is called a writer or author, while the interpreter of this text is called a *reader*.

# history

- **Writing** is the physical manifestation of a spoken language. It is thought that human beings developed language c. **35,000 BCE** as evidenced by cave paintings from the period of the Cro-Magnon Man (who lived around 50,000-30,000 BCE)

# history

- Written language, however, does not emerge until its invention in **Sumer**, southern **Mesopotamia**, c. 3500 -3000 BCE. This early writing was called **cuneiform** and consisted of making specific marks in wet clay tablet with a wedge-shaped stalk.

# history

- Writing is an extension of human language across time and space. Writing most likely began as a consequence of political expansion in ancient cultures, which needed reliable means for transmitting information, maintaining financial accounts, keeping historical records, and similar activities.

# history

- Around the 3rd millennium BC, the complexity of trade and administration outgrew the power of memory, and writing gradually became a more dependable method of recording and presenting transactions in a permanent form.

# history

- Researchers divide the progression of written communication into three revolutionary stages called "**Information Communication Revolutions**"  
During the first stage, written communication first emerged through the use of pictograms. The pictograms were made in stone, hence written communication was not yet mobile.

# history

- During the second stage, writing began to appear on paper, papyrus, clay, wax, etc. Common alphabets were introduced and allowed for the uniformity of language across large distances.
- A leap in technology occurred when the Gutenberg printing-press was invented in the 1440 AD ?.

# history

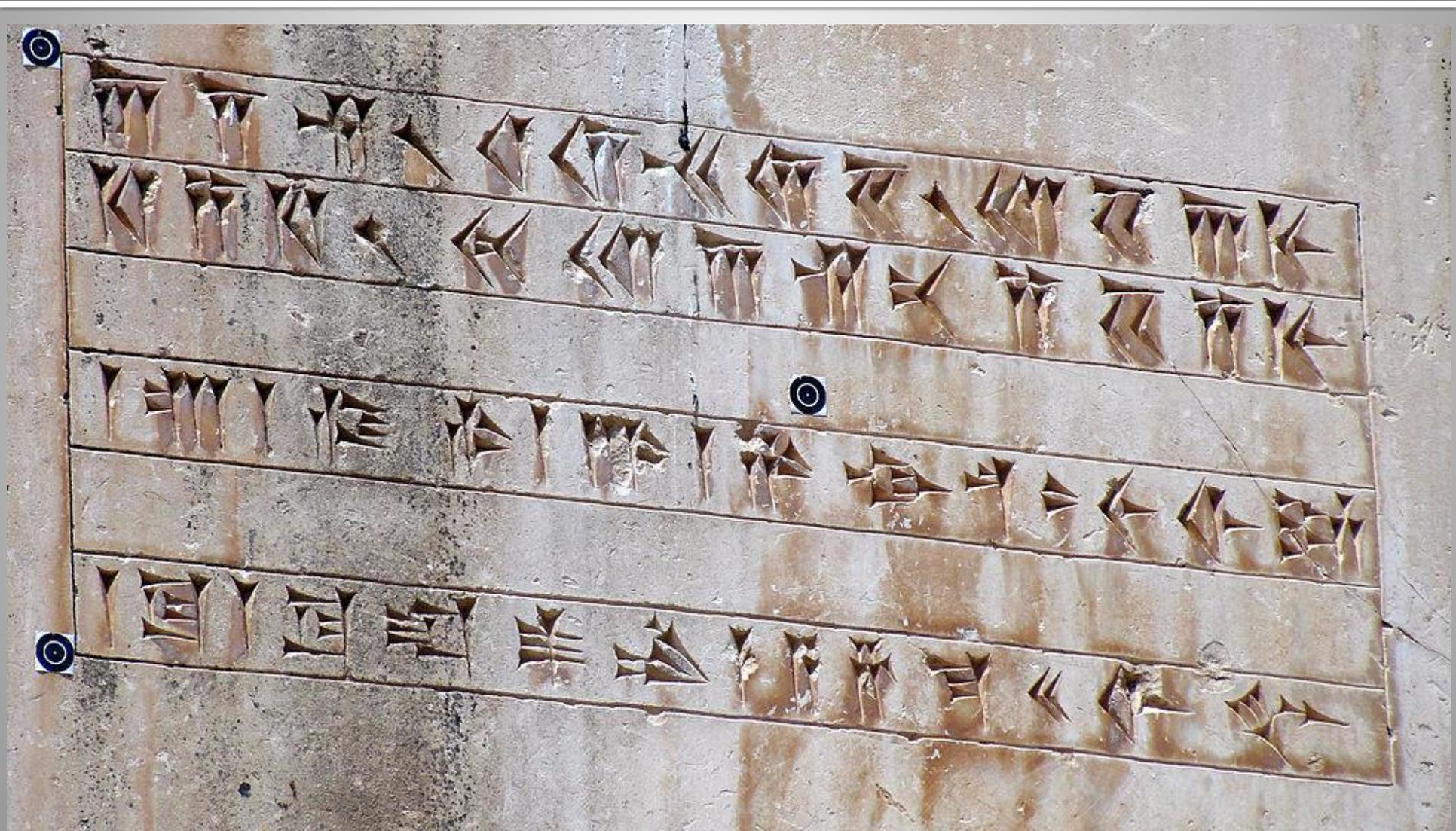
- The third stage is characterized by the transfer of information through electro-magnetic waves and e signals.



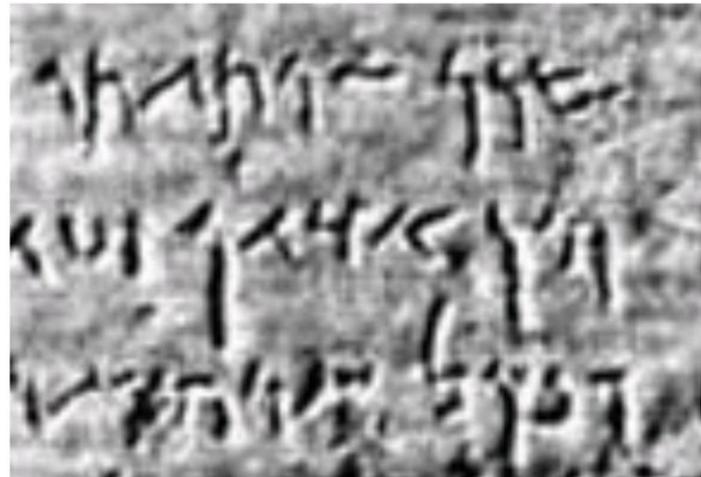
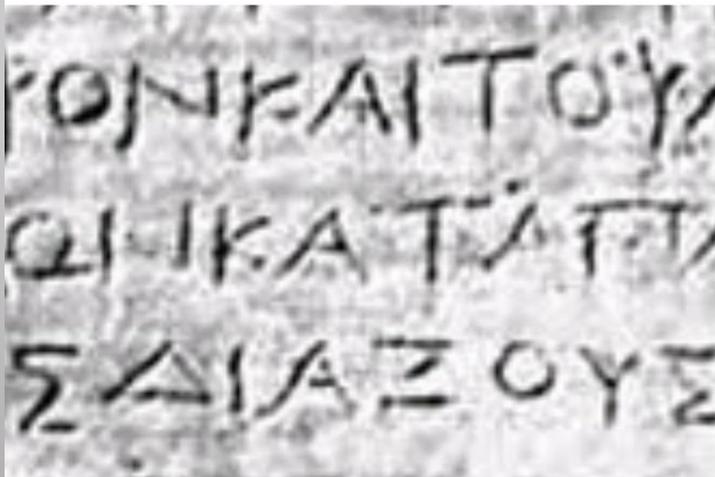
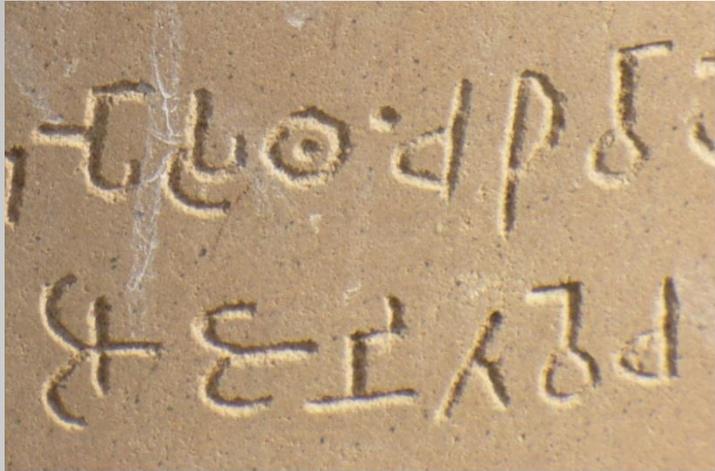
# Cuneiform



# Edicts of Cyrus the great



# Edicts of Ashoka



# Early Arabic script

بسم الله الرحمن الرحيم من محمد عبد الله ورسوله  
المرسل عظيم الروم سلام على من أتبع الهدى أما بعد  
إنني أدعوك بدعاية الإسلام إله سله سله بوسك الله  
أمرى من سرفان بولند فليلك انما الار سر و ما اهلاك  
عالموا الى كلمه سوا سوا و سكه ان لا تصد الا الله  
لا سرك به سر و لا تجد بمصا حصا ان ما  
دور الله فان بولوا فمو لوانا سجد و ما ناس  
لمور



فما ليا بولوا  
بلا سجد و ما  
لما ليا بولوا  
فما ليا بولوا  
بلا سجد و ما

بسم الله الرحمن الرحيم  
المرسل عظيم الروم سلام  
على من أتبع الهدى أما بعد  
إنني أدعوك بدعاية الإسلام  
إله سله سله بوسك الله  
أمرى من سرفان بولند  
فليلك انما الار سر و ما  
اهلاك عالموا الى كلمه  
سوا سوا و سكه ان لا تصد  
الا الله لا سرك به سر و  
لا تجد بمصا حصا ان ما  
دور الله فان بولوا فمو  
لوانا سجد و ما ناس  
لمور

**WRITING**

significance

# Significance of writing

- Writing is a skill developed by humans to help in the communication process. It has become indeed, a social and cultural practice in most societies today.
- Writing aims to capture a thought or idea, to transfer it to a permanent format, making it a tangible product.

# significance

- creates a permanent record and thus, allows to store information for future reference
- can easily be distributed
- all recipients receive the same information
- helps in laying down apparent principles, policies and rules for running of a system.

# significance

- is more precise and explicit.
- provides ready records and references.
- useful in proper delegation of responsibilities.
- necessary for legal and binding  
documentation

# motivation for writing

Individual motivations for writing include

- personal use, (letter writing, diary writing, lecture notes, etc.)
- imaginative narratives and other forms of storytelling
- business correspondence or
- dissemination of ideas

# WRITING

types

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# types of writing

## Four Types of Writing

- A writer's style is a reflection of his or her personality, unique voice, and way of approaching the audience and readers.
- While there are as many writer's styles as there are writers, there are only **four general purposes** that lead someone to write a piece, and these are known as the four styles, or types, of writing.

# expository (exploratory/تشریحی)

- *Expository writing explains or informs. It talks about a subject without giving opinions.*
- Expository writing's main purpose is to explain.
- It is a subject-oriented writing style, in which authors focus on telling you about a given topic or subject without voicing their personal opinions.

# expository (exploratory/تشریحی)

- These types of essays or articles furnish you with relevant facts and figures but do not include their opinions.
- This is one of the most common types of writing. You always see it in textbooks and how-to articles. The author just tells you about a given subject, such as how to do something.

# expository (exploratory/تشریحی)

## Key Points:

- usually explains something in a process.
- is often equipped with facts and figures.
- is usually in a logical order and sequence.

# expository (exploratory/تشریحی)

## When You Would Use Expository Writing:

- Textbook writing.
- How-to articles.
- Recipes.
- News stories (not including opinion or editorial pieces).
- Business, technical, or scientific writing.

# expository (exploratory/تشریحی)

- **Example:**
- *Many people associate the taste of pumpkins with fall. In October, companies from Starbucks to McDonalds roll out their pumpkin-flavored lattes and desserts. Here is how to make an easy pumpkin pie using only five ingredients. First, make sure you have all of the ingredients.*
- This writing is expository because it is *explaining*. In this case, you can already tell that the piece will be about how to make a pumpkin pie.

# expository (exploratory/تشریحی)

- **Non-example:**
- *Everyone knows that the best part about fall is all of the pumpkin-flavored desserts. Pumpkin pie is the best fall treat because it is not only delicious but also nutritious. Pumpkin is filled with vitamin A, which is essential for a healthy immune system and good vision.*
- This is not expository because several opinions are stated, such as “Pumpkin pie is the best fall treat...” Although this excerpt contains a fact about pumpkin containing vitamin A, that fact is used as evidence to support the opinion. These opinions make this an example of persuasive writing.

## 2. descriptive تصویر کشی

- *Descriptive writing focuses on communicating the details of a character, event, or place.*
- Descriptive writing's main purpose is to describe.
- It is a style of writing that focuses on describing a character, an event, or a place in great detail. It can be poetic when the author takes the time to be very specific in his or her descriptions.

## 2. descriptive تصویر کشی

### Key Points:

- it is often poetic in nature
- it describes places, people, events, situations, or locations in a highly-detailed manner.
- the author visualizes what he or she sees, hears, tastes, smells, and feels.

## 2. Descriptive تصویر کشی

### When You Would Use Descriptive Writing:

- poetry
- journal or diary writing
- nature writing
- descriptive passages in fiction

## 2. Descriptive تصویر کشی

### Example:

- In good descriptive writing, the author will not just say: "The vampire killed his prey."
- He or she will change the sentence, focusing on more details and descriptions, like: "The bloody, red-eyed vampire, sunk his rust-colored teeth into the soft skin of his prey and ended its life."

## 2. Descriptive تصویر کشی

### Example:

- *The iPhone 6 is unexpectedly light. While size of its screen is bigger than those of the iPhones that came before, it is thinner, and its smooth, rounded body is made of aluminum, stainless steel, and glass. The casing comes in a whitish silver, gold, or a color the company calls "space gray," the color of the lead of a pencil, with darker gray accents.*
- This is an example because it describes aspects of the phone. It includes details such as the size, weight, and material.

## 2. Descriptive تصویر کشی

### Non-example:

- *So you just brought home a shiny new smartphone with a smooth glass screen the size of your palm. The first thing you will want to do when purchasing a new cell is buy a case. Cracking your screen is an awful feeling, and protection is inexpensive when you compare it to the costs of a new phone.*
- Even though this example uses adjectives, you can tell that this is not an example of descriptive writing because the purpose is not to describe the phone—it's to persuade you to buy a case.

### 3. Persuasive ترغیبی

- *Persuasive writing tries to bring other people around to your point of view.*
- Persuasive writing's main purpose is to convince. Unlike expository writing, persuasive writing contains the opinions and biases of the author. To convince others to agree with the author's point of view, persuasive writing contains justifications and reasons. It is often used in letters of complaint, advertisements or commercials, affiliate marketing pitches, cover letters, and newspaper opinion and editorial pieces.

# Persuasive ترغیبی

## Key Points:

- persuasive writing is equipped with reasons, arguments, and justifications.
- in persuasive writing, the author takes a stand and asks you to agree with his or her point of view.
- it often asks for readers to do something about the situation (this is called a call-to-action).

# Persuasive ترغیبی

## When You Would Use Persuasive Writing:

- Opinion and editorial newspaper pieces.
- Advertisements.
- Reviews (of books, music, movie, restaurants, etc.).
- Letter of recommendation.
- Letter of complaint.
- Cover letters

# Persuasive ترغیبی

- **Example:**
- *Following the 2012 Olympic Games hosted in London, the UK Trade and Investment department reported a £9.9 billion boost to the economy. Although it is expensive to host the Olympics, if done right, they can provide real jobs and economic growth. This city should consider placing a bid to host the Olympics.*
- This is persuasive writing because the author has a belief—that “this city should consider placing a bid to host the Olympics”—and is trying to convince others to agree.

# Persuasive ترغیبی

- **Non-example:**
- *According to legend, the Olympics were founded by Hercules. Now almost 100 countries participate in the Games, with over two million people attending. So cities from Boston to Hamburg begin considering their bid to be a host city more than 10 years in advance.*
- All of these statements are facts. Therefore it's expository. To be persuasive writing, you must have an opinion that you're trying to persuade people of—then, of course, you will support that opinion with evidence.

## 4. Narrative **بیانیہ**

- *A narrative tells a story. There will usually be characters and dialogue.*
- Narrative writing's main purpose is to tell a story. The author creates different characters and tell readers what happens to them (sometimes the author writes from the point of view of one of the characters—this is known as first person narration). Novels, short stories, novellas, poetry, and biographies can all fall in the narrative writing style. Simply, narrative writing answers the question: “What happened then?”

## 4. Narrative **بیانیہ**

### Examples of When You Would Use Persuasive Writing:

- novels
- short stories
- novellas
- poetry
- autobiographies or biographies
- anecdotes
- oral histories

## 4. Narrative **بیانیہ**

### Key Points:

- a person tells a story or event.
- has characters and dialogue.
- has definite and logical beginnings, intervals, and endings.
- often has situations like actions, motivational events, and disputes or conflicts with their eventual solutions.

## 4. Narrative بیانیه

- Example:

*"I don't think that's a good idea,"* said Ali.

*"But what's the problem with it!"* retorted Umar,  
pushing open the door.

Reluctantly, Ali followed.

- This is a narrative because it's telling a story. There are different characters conversing, and a plot is unraveling.

## 4. Narrative **بیانیہ**

- **Non-example:**
- *Cutting Edge Haunted House holds the Guinness World Record for the largest haunted house on earth. It's located in a district in Fort Worth, Texas known as "Hell's Half Acre" in a century-old abandoned meat-packing plant. The haunted house takes an hour to complete, winding through horrific scenes incorporating the factory's original meat-packing equipment.*
- While this would serve as a worthy setting for a story, it would need a plot before it could be called a narrative.

# Four types

## Conclusion

- These are the four different types of writing that are generally used. There are many sub-types of writing that may fall in any of those categories. A writer must know all these styles in order to identify the purpose of his or her own writing and make sure it's something the audience wants to read.

**GOOD WRITING**

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# 7Cs of communication (general)

correct



clear



concise



concrete



coherent



complete



courteous

# The Characteristics of Good Writing

- So, what constitutes good writing? Opinions on the matter vary widely. There will be different traits that make good fiction versus good poetry or good nonfiction. However, following is a list of the characteristics of good writing (in no particular order) that can apply to any writing in general:

# The Characteristics of Good Writing

- **Ideas and themes:** good writings needs to be thoroughly thought about and well crafted. It has to contain clearly identifiable ideas and

# The Characteristics of Good Writing

- **Organization:** A well organized piece of writing is not only clear, it's presented in a way that is logical and aesthetically pleasing. You can tell non-linear stories or place your thesis at the end of an essay and get away with it as long as your scenes or ideas are well ordered.

# The Characteristics of Good Writing

- **Clarity and focus:** In good writing, everything makes sense and readers don't get lost or have to reread passages to figure out what's going on. Focused writing sticks with the plot or core idea without running off on too many tangents.

# The Characteristics of Good Writing

- **Voice:** This is what sets you apart from all other writers. It's your unique way of stringing words together, formulating ideas, and relating scenes or images to the reader. In any piece of writing, the voice should be consistent and identifiable.

# The Characteristics of Good Writing

- **Language (word choice):** We writers can never underestimate or fail to appreciate our most valuable tools: words. Good writing includes precise and accurate word choices and well crafted sentences.

# characteristics

- **Grammar and style:** For a piece of writing to be considered good (let alone great), it has to follow the rules of grammar.
- Style is also important in ensuring that a piece of writing is clear and consistent. Make sure you keep a grammar book and style guide handy.

# The Characteristics of Good Writing

- **Credibility or believability:** Nothing says bad writing like getting the facts wrong or misrepresenting oneself. In fiction, the story must be believable (even if it's impossible), and in nonfiction, accurate research can make or break a writer.

# The Characteristics of Good Writing

- **Thought-provoking or emotionally inspiring:**

Perhaps the most important quality of good writing is how the reader responds to it. Does she come away with a fresh perspective and new ideas? Does he close the cover with tears in his eyes or a sense of victory? How readers react to your work will fully determine your success as a writer.

# The Characteristics of Good Writing

- **Originality:** The ability to think independently and creatively. The power of independent thought or constructive imagination will make your writing interesting and reader-grabbing.
- Putting old ideas together in new ways and creating remixes of the best is a skill worth developing.

**WRITING**

process

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# Process of writing

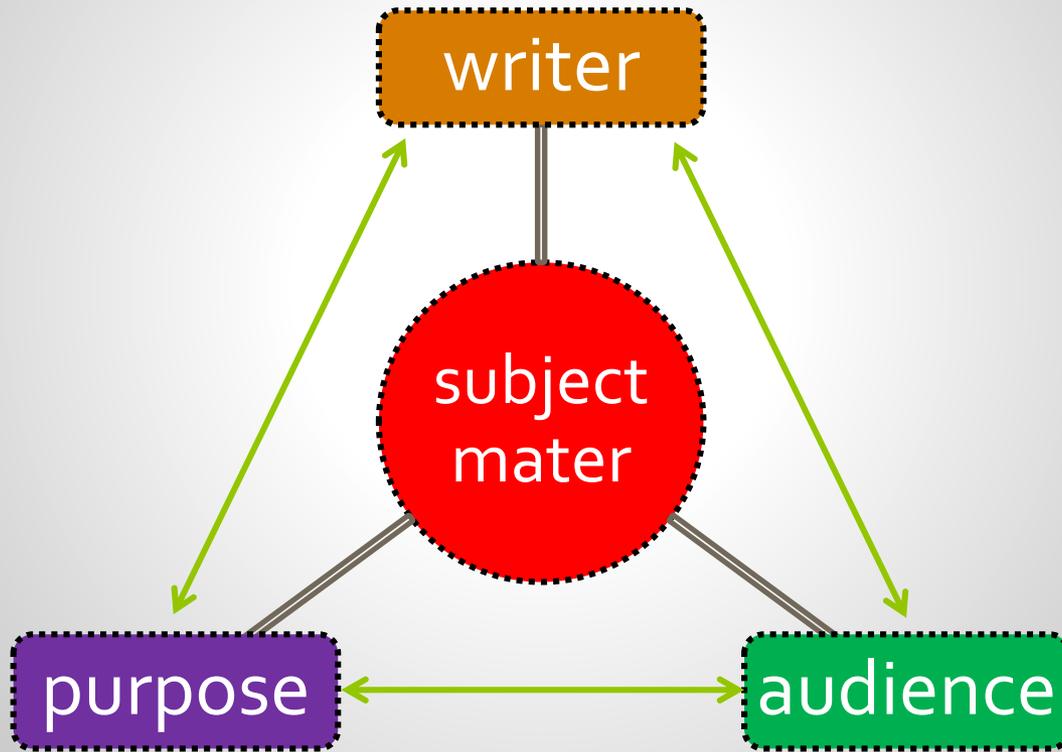
Writing involves going through a number of stages, some of which are given below:

1. Brainstorming (thinking of everything about the topic- the purpose, the audience, the theme, the style, the outline)
2. Taking notes (all facts or pieces of writing that may make part of your write-up)

# Process of writing

3. Writing the first draft.
4. Editing (correcting and improving the text).
5. Producing another draft.
6. Proof reading (checking for mistakes).
7. Writing the final draft.

# basic writing constituents



# Do's of writing

1. Put important things first
2. Be factual
3. write in the active voice.
4. Use short words
5. Use short sentences

# Do's of writing

6. write coherent sentences and coherent paragraphs
7. be focused and precise.
8. the grammar is correct.
9. the writing flows in logical order.
10. Keep your writing simple and straightforward
11. The writing sounds natural when you read it aloud.

# Don'ts of writing

1. don't assume that you know more than your reader knows.
2. don't use jargon lavishly.
3. don't show your writing is forced.
4. don't use sentences that are (on average) longer than nine words. (this means some sentences will have 13 words and others will have two.)

# Don'ts of writing

6. don't use unnecessary adverbs, adjectives, modifiers, and qualifiers.
7. don't use foreign words and unorthodox spelling.
8. don't use redundant words (words that convey no information)
9. don't use unusual abbreviations and acronyms.

# Don'ts of writing

10. don't repeat your sentence structure.
11. don't write (on average) more than three sentences per paragraph.
12. don't use pretentious or decorative words.
13. don't use foreign words.

# How you can be a (good) writer?

- Always try to think positive
- Read a lot
- Read good authors
- Focus only on subjects of your interest
- Make notes (it can be a word, a fact, a sentence, or a thought.)
- Initially don't hesitate to imitate other good authors

# How you can be a (good) writer?

- Attempt writing at the first opportunity, don't wait for the ideal situation. (that is the most ideal situation).
- Share your writing with someone whom you think can help you improve.
- Make a habit of writing diary on daily basis.
- Write letters to the editors of different newspapers.
- Try to collect nice stationery.
- Take your writing serious, don't lose heart.