



Writing Skills BA (JMC) 109 UNIT 2

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Syllabus- Unit 2

Understanding Writing Process

1. **Process Writing: Brainstorming for ideas, idea organization, and audience analysis**
2. **Writing Mechanism: Opening, Developing, and Winding up the Argument/Narrative**
3. **Editing And Formatting: APA Style Sheet Basics**
4. **Abstract, Summary, Paragraph, Essay and Column Writing**


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Process Writing: Brainstorming for ideas, idea organization, and audience analysis

- The skill of writing is to create a context in which other people can think-Edwin Schlossberg
- Involves **Thought**-Having some worthwhile results and ideas to publish, **Structure**-getting the right things in the right place, and **Style**-choosing the fewest and most appropriate words and using the rules of good grammar, and the manner of expressing thought.
- Writing is a recursive process.
- While you are revising, you might have to return to the prewriting step to develop and expand your ideas
- Writing is a process that involves 5 steps: prewriting, writing, revision, editing, publishing.

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Steps of Writing

1. Prewriting

- Prewriting is anything you do before you write a draft of your document. It includes thinking, taking notes, talking to others, brainstorming, outlining, and gathering information (e.g., interviewing people, researching in the library, assessing data).
- Although prewriting is the first activity you engage in, generating ideas is an activity that occurs throughout the writing process.


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2. Writing

- Start with writing your **first rough draft**. Forget about word count and grammar. Don't worry if you stray off topic in places; even the greatest writers produce multiple drafts before they produce their finished manuscript.
- Think of this stage as a free writing exercise, just with more direction. Identify the best time and location to write and eliminate potential distractions.


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3. Revision


- **Add:** The average novel has between 60,000 and 100,000 words. Does your book have enough words to be considered a novel? Have you given your readers all the information they need to make sense of your story? If not, go back to your notebook that you kept for additional scenes and any additional details.
- **Rearrange:** Consider the flow, pacing and sequencing of your story. Would the plot be better served if some of the events occur in a different order?

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- **Remove:** After making additions to your story, how is your word count now? Are your readers experiencing information overload? You may need to eliminate passages that don't quite fit.
- **Replace:** The most effective way to revise your work is to ask for a second opinion. Do you need more vivid details to help clarify your work? Is one scene contradicting.


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4. Editing

- Editing is an extremely detailed process and its best when performed by a professional. You can hire your own editor as well.
- An editor polishes and refines, he directs the focus of the story or article or movie along a particular course. He cuts out what doesn't fit, what is nonessential to the purpose of the story. He enhances the major points, drawing attention to places where the audience should focus.
- You have overhauled your story. It's time to fine tune your manuscript line by line. Check for repetition, clarity, grammar, spelling and punctuation.
- Nobody wants to read a piece that is full of mistakes.

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5. Publishing

- You now have a completed manuscript ready to publish.
- Publishing is **the last stage where writers submit their work for publishing.**
- Make sure your written document is completed before giving to the publisher.
- However, each writer's goal is to publish his work and reach to the readers. The process may also include marketing.


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Brainstorming for the Ideas


- **Brainstorming** is an individual or group **idea generation** technique to find a solution for a particular problem by **generating** multiple solutions.
- In fact, importance is attached to the quantity of **ideas** and not quality at the **generation** stage.
- Even strange **ideas** are welcome in a **brainstorming session**.
- Frequently, far-fetched ideas become practical ones with slight modification. Ideas may be blended to create a single great idea.

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- Structured brainstorming that proceeds in the right manner utilizes the human brain's abilities of free association and lateral thinking.
- In the 1940s, an advertising executive by the name of Alex Osborn came up with the technique of brainstorming following his frustration at the inability of employees to come up with innovative ideas for advertising campaigns.
- The technique was the result of his attempts to fix rules that would provide people with the freedom of action and mind to trigger and reveal fresh ideas.

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- The original name he gave to this ideation process he invented was "think up" before it later came to be called brainstorming.

Purposes of Brainstorming

- Get ideas on the page
- Explore related topics
- Find a topic that interests you
- Think through a topic
- Make a subject matter relevant to you


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• Suggestions to start brainstorming:

- **Start early.** Developing ideas can sometimes be a time-consuming process. Leave yourself plenty of time to brainstorm, organize, outline, write drafts, reorganize and proofread your essay.
- **Find a place to write that inspires your creative process.** If your room is too distracting, go to the library. Choose a well lit room with adequate stationery. If you need noise, turn on the radio. Figure out what works for you and go with it.
- **Use informal writing to get some initial ideas down on paper.** This is helpful especially if formal writing seems intimidating. Freewrite, scribble, jot ideas in a journal or make lists and charts. You might surprise yourself and realize you have more ideas than you thought.


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Idea Organization


- **Gathering your thoughts.** As you turn toward writing your paper, set down your notes and try to focus on your main idea, question or goal of your paper. Once you get a clear idea of this, write it down for later reference. You can use this to keep yourself on track during the writing process. If an idea, sentence, or paragraph does not directly relate to this idea, decide whether to scrap this section or to retrace your steps and revise your main idea, question or goal.
- **Ask yourself what your idea can result in:** This can help you create stronger points. What are the implications? What does it mean? A carefully constructed write up answers these questions for your readers.
- Ignore spelling, grammar, and punctuation until a later draft. **Let your ideas flow and deal with technicalities later.** This also means that you should schedule your writing so that you have time to do several drafts of revisions later.

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- **Start writing where you feel most confident.** Writing an introduction can be intimidating, but there is no rule that says that you have to write it first. In fact, it may make sense for you to write it after you have completed most of your paper. Some people write an introduction to start them rolling and then delete it once they have written their body – only to rewrite it from scratch once they have the main argument written.
- **Once you have a draft, don't be afraid to change things around.** Examine what you have and see if it works. Is it organized well? Does it make sense? Cut and paste are wonderful inventions!

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Audience Analysis

-Quick analysis of audience is important to hone your strategy for communication.


1. Am I addressing the right people for the chosen objective?

-Choose your audience according to your objective. If you want a signature on a paper, talk to someone with authority; if you want to persuade a customer about your products value proposition, then the audience must be a mix of technical and management folks.

2. Age group, gender, educational background, or experience levels of audience (demographic analysis)

-Be prepared for different tastes, preferences or bias of your audience of your audience. It will help you avoid possible conflicts to take to communicate to audiences. (Done before communicating)


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-Age: For instance, college students must be knowing about 'Friends', 'The Office', Badshah's rap music, as they have it in common. If I were to do a speech about any one of these topics, I know that I may not have to explain who or what to an audience of my own age. Age is a very important factor and can be very helpful in picking a topic.

-Gender: It is important to find out the ratio of men to women in the class. Also, make sure that you do not use any sexist language, stereotypes or make jokes about gender. If you were to insult men in front of a class of 12 men, then in most cases these 12 men are not going to listen to you for the rest of your speech. You may have also lost your credibility.

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-Culture is the shared knowledge, behavior, attitudes, beliefs, values, and norms of a group. It is very important to be sensitive to students of other culture's feelings. You may do or say something that may offend them. Eg. Customs, traditions, dress, etc.

-Ethnicity is a person's national or religious heritage. There may be someone from Goa and someone from Punjab in your audience. A person's race is a person's biological heritage. It is important to learn as much as possible about this before your write, so you are sure not to offend them or make them angry. Eg. language, beliefs, ancestors etc.

-Religion: It is a touchy subject. Be very careful when you speak about different religions because people feel very strongly about their beliefs. Eg. Hinduism, Christianity, etc.

-Education background of your audience: It can help your choice of vocabulary, language style, and your use of examples. This can help you select and narrow your topic.

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3. Are they there by their own will? (attitudinal analysis)

- The audience may be there by will or by behest of someone else, unwillingly.
- When they are there by their will, they may be interested and communicating will be easier
- If they are present unwillingly, then you must try harder to educate and motivate them.

4. Audience's likes and dislikes

- Getting to know the choices of audience help you communicate better without losing them.
- You will avoid making any comment on an issue that the audience strongly dislike.

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Adapting to your audience while you speak

- When you are giving your speech you have to adapt to your audience if you can tell they are not listening or paying attention.

Some **non-verbal audience** cues are:

- Eye Contact- Is your audience looking at you?
- Facial Expression- Are they responsive to your message?
- Restless movement- Are they restless?
- Is there a lot of fidgeting, shuffling, and general body movement?
- Nonverbal responsiveness- Do they respond to your questions? Do they laugh at the right times? Do they nod or shake their heads?

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- **Verbal Responsiveness**-Do they respond verbally when appropriate?

If you are not getting a positive response from your audience there are things you can do:

- Try to talk more to the audience
- Tell a story or use examples.
- Remind your listeners of the motivation, eliminate some boring facts or statistics, use appropriate humor, pause for dramatic effect, ask for feedback or ask questions, remind your audience of your credibility.

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Analyzing audience response after you communicate

- After you communicate, there are many ways that you can tell how your audience responded to your speech. There are nonverbal, verbal, survey, and behavioral responses.


Nonverbal Responses examples:

- Did the audience applaud? Yes or No
- How did they applaud? Loud or Soft
- What kind of facial expressions did they have? Smiling or Nodding

Verbal Responses -What did the audience say to you after the speech?

- "Good job!"
- "That was really interesting?"
- "I have a question about . . ."

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-Survey Responses: Conduct a survey and find out what people liked or learned about your speech. This will allow you to gauge your listening results.

-Behavioral Responses: If your purpose was to persuade your audience to do something, their behavior after the speech can tell you if you did in fact persuade them. If you were persuading your audience to vote at the next election, you could ask around to see how many people did actually vote.

- These three phases may help you to adapt your message to your audience better.
- Remember! People are egocentric; they will only listen if it pertains to them. So, take some time to adapt your message!


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Points to remember

- Start with the end in mind, know your objective and work towards achieving that.
- Clearly identify what you want to achieve and what is negotiable.
- Put yourself in audience's shoes and communicate accordingly
- Don't distribute equal attention to all. Be selective.


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Writing Mechanism: Opening, Developing, and Winding up the Argument/Narrative

- Wouldn't it be great if every single person who clicked on one of your articles read it from start to finish, unable to pull their eyes away from the screen?
- To achieve this goal, however, you must master the art of writing intriguing introductions.
- Your article intro is *not* a small detail.
- The introduction to your article is often the difference between engaging readers and having a bounce rate high enough.
- Think about it. If you don't grab your readers *right away*, you'll lose them.

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- But if your introduction is not up to the mark, then your efforts will be all for nothing.
- You lost before you even got started!
- To have a strong introduction, you need to open with a strong first sentence.

Ways of opening an argument

1. Ask the reader a question

- This is an easy way to get the reader's attention and get them engaged without a whole lot of effort on your part.
- For example, if you are writing an article on quitting your job and starting your own company, you could open with

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the question: "Did you know that almost 70% of Americans report being actively disengaged from their careers?"

Why does this work?

- When we are intrigued by a question, i.e., experience a sense of curiosity, our brain lights up. And that's why we want to keep reading—it's rewarding to satisfy curiosity.

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• We want to know the answer to that question, so we keep reading.

• That's why a question is a great opening line. You can even use the question as the article title.


2. Tell a story

• The brain also lights up when it encounters a story.

• According to the theory of neural coupling, certain portions of the brain are activated when a reader thinks about the same mental and physical activity that a character in a story is doing.

• The story makes the readers interested in the article and keeps them reading to the very end.

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3. Use a shocking quote

• Another great way to start your article is to use an attention-grabbing quote.


• Let's say you are writing an article on world travel. A great way to introduce the article would be with the quote from Helen Keller:
"Life is a daring adventure or nothing at all."

4. Tell the reader to imagine

• Sparking the imagination is an instant way to draw the reader into the experience of the article.

• Notice how this article from Wired For Story begins:
Imagine knowing what the brain craves from every tale it encounters..Wired for Story reveals these secrets..
The reader tries to obey the imperative by imagining. This effort compels the reader to read further, drawing them into the article.

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5. Share an interesting fact

• In a day and age when the Internet is so rife with crappy information and fraudulent "gurus," people are skeptical. They have every reason to be.


• Opening your article with a relevant fact or statistic is a great way to establish trust and authority from the first sentence and let readers know you've done your research.

6. Have something unique to say

• After first sentence, you now have to hold that interest by having something interesting and uncommon to say.


• Very few people take the time and energy to regularly produce new, thought-provoking content. If you do, you'll set yourself apart from the herd in a big way.

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It's hard to be different. But sometimes, in order to create unique stuff, we simply have to work harder, think longer, and research more than our competition.

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Developing and winding up an argument/narrative

- Planning:
 1. Types of arguments to construct
 2. Using evidence to support your argument
 3. Using theory in your writing

Types of arguments to construct:


- Agreeing and presenting reliable evidence to support the position taken.
- Rejecting but again using reliable evidence to do this. (A counter-argument with each individual claim in the argument in question is 'countered' by another claim).

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- Conceding that an existing argument/point of view has merits, but needs to be qualified in certain respects, and stating what these are.
- Proposing a new argument/point of view, or reformulating an existing one, so that the new version makes a better explanation for the situation under discussion.
- Reconciling by bringing a new perspective to bear on the topic.
- Connecting or synthesizing different ideas, so new approaches and arguments/points of view can be brought to bear on the subject.


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2. Using evidence to support your argument

- Use examples which highlight the most significant implications
- To illustrate different aspects of your argument
- From a range of sources, e.g. journal articles, books, and reports
- To support general arguments.
- Use empirical evidence, i.e. evidence collected via systematic and rigorous observation and experimentation
- Use maps, diagrams and numerical data (in appropriate assessments, i.e. not essays but reports)


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3. Using theory in your writing

- Competing theories are not equal – different theories appeal to different kinds of evidence, so different theories are 'useful' in different contexts.
- Do not lump together good bits of different theories into one 'super theory' as they will contradict each other.


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Winding up an argument

- Summarize the main points
- Leave the readers thinking by asking a rhetorical question (that is asked merely for effect and no answer expected).
- Give the solution to a problem


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Editing And Formatting: APA Style Sheet Basics


- The Publication Manual of the **American Psychological Association (APA)** is a style guide that is widely accepted for use in science papers, scholarly articles, and books.
- It helps organize your paper and explains APA references.
- APA style is more than just following procedures for organizing citations or page layout; it is a set of rules for both linguistic expression and the mechanics of writing, including the following:
 - Spelling, punctuation, abbreviations, and quotations
 - Selection of headings
 - Citation of sources
 - Presentation

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- Correct APA usage helps to make a paper consistent and easy to follow. The following guidelines help to make paper consistent and easy to flow.
- Following are the rules form 7th edition of APA style formatting:
 1. Ensure that your page margins are set up correctly with one-inch margins on all sides, which is default setting in both Google Docs and Microsoft word.
(Layout>Margins>Normal)

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2. Set the font-No set font as per APA 7th edition guidelines, but it should be consistent in entire paper.
3. Format your paper in double spacing. Line spacing option in tool bar, then selecting 2.0. After double spacing, go to line spacing tab and go to more options. Check 'Don't add space between paragraphs of the same style', otherwise it will add more space.
4. Add title to your page. Enter 4 times and center text. Write the title in **bold** (ctrl+b). All words should be capitalized except prepositions and small words. Don't abbreviate any word in title.

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- If title is long, then continue underneath in next line (not more than 50 chars)
- Hit enter twice. Unbold text. Write your name.
- Hit enter. Department, name of university
- Course code: course name
- Dr. Professor Name
- Add page number-Double click on header ribbon, select page number drop down menu, select page number, ensure page number is right aligned. Select ok.
- Enter until next blank page.

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- Abstract is no longer required, but can add if asked to do so.
- Copy paste title to next page in center.
- Don't add any additional space throughout the paper.
- Headings are important as they help organize the content and help readers understand.
- 5 different levels of headings-

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Format of Headings

The following table demonstrates how to format headings in APA Style.

Level	Format
1	Centered, Bold, Title Case Heading Text begins as a new paragraph.
2	Flush Left, Bold, Title Case Heading Text begins as a new paragraph.
3	Flush Left, Bold Italic, Title Case Heading

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My Drive - Google... School Social Banks Etsy YouTube

Text begins as a new paragraph.

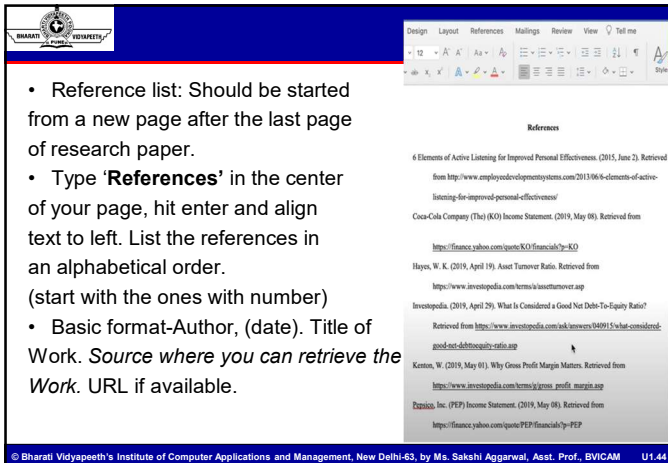
3 *Flush Left, Bold Italic, Title Case Heading*

Text begins as a new paragraph.

4 **Indented, Bold, Title Case Heading, Ending With a Period.** Text begins on the same line and continues as a regular paragraph.

5 *Indented, Bold Italic, Title Case Heading, Ending With a Period.* Text begins on the same line and continues as a regular paragraph.

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- Reference list: Should be started from a new page after the last page of research paper.
- Type '**References**' in the center of your page, hit enter and align text to left. List the references in an alphabetical order. (start with the ones with number)
- Basic format-**Author, (date). Title of Work. Source where you can retrieve the Work. URL** if available.

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References

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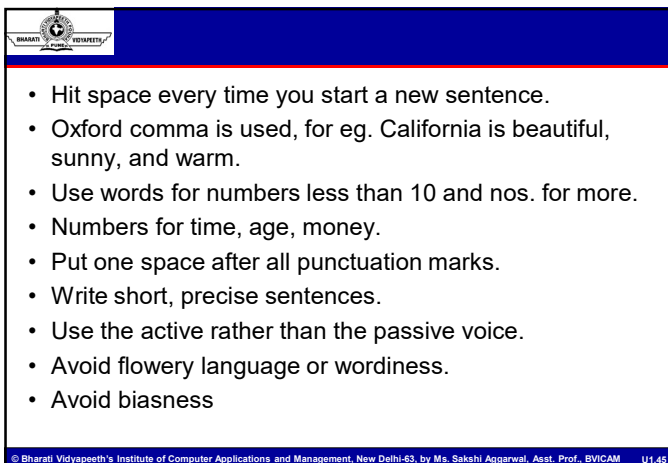
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- Hit space every time you start a new sentence.
- Oxford comma is used, for eg. California is beautiful, sunny, and warm.
- Use words for numbers less than 10 and nos. for more.
- Numbers for time, age, money.
- Put one space after all punctuation marks.
- Write short, precise sentences.
- Use the active rather than the passive voice.
- Avoid flowery language or wordiness.
- Avoid biasness

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Abstract, Summary, Paragraph, Essay and Column Writing

Abstract

- An abstract is a condensed overview of a paper that usually includes the purpose of the paper/research study, the basic design of the study, the major findings, and a brief summary of your interpretations of the conclusions.
- In other words, it is a short, stand-alone summary of the work or paper that others can use as an overview.
- Abstracts are usually used in social science or scientific papers, and are generally 300 words or less.
- It should help your reader understand the paper and help people searching for this paper decide whether it suits their purposes prior to reading.

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How to write an abstract?

1. Write your paper first

- Even though an abstract goes at the beginning of the work, it acts as a summary of your entire paper. Rather than introducing your topic, it will be an overview of everything you write about in your paper. Save writing your abstract for last, after you have already finished your paper.
- Even if you think that you know what your paper is going to be about, always save the abstract for last. You will be able to give a much more accurate summary if you do just that - summarize what you've already written.


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2. Review and understand any requirements for writing your abstract

- The paper you're writing probably has specific guidelines and requirements, whether it's for publication in a journal, submission in a class, or part of a work project.
 - Is there a maximum or minimum length?
 - Are there style requirements?
 - Are you writing for an instructor or a publication?
- This abstract is meant to be a paragraph; therefore, each piece of information given in the summary should be short, key parts of the article

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3. Consider your audience

- Abstracts are written to help readers find your work. For example, in scientific journals, abstracts allow readers to quickly decide whether the research discussed is relevant to their own interests.
- Abstracts also help your readers get at your main argument quickly.
- Keep the needs of your readers in mind as you write the abstract.

-Will other academicians in your field read this abstract?
-Should it be accessible to lay reader or someone from another field?


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4. Determine the type of abstract you must write

- With the same goal to achieve, there are two primary styles of abstract: descriptive and informative
- Typically, informative abstracts are used for much longer and technical research while descriptive abstracts are best for shorter papers.
- Descriptive abstracts explain the purpose, goal, and methods of research but **leave out the results**, and are typically 100-200 words, whereas informative abstracts are like a condensed version of the paper, give an overview of everything, include results, and can be a page long.

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5. Identify your purpose

You're writing about a correlation between lack of lunches in schools and poor grades. So what? Why does this matter? The reader wants to know why your research is important, and what the purpose of it is. Start off your descriptive abstract by considering the following questions:

- Why did you decide to do this study or project?
- How did you conduct your research?
- What did you find?
- Why is this research and your findings important?
- Why should someone read your entire essay?


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6. Explain the problem at hand

- Abstracts state the “problem” behind your work. Think of this as the specific issue that your research or project addresses. You can sometimes combine the problem with your motivation, but it is best to be clear and separate the two.
- What problem is your research trying to better understand or solve?
- What is the scope of your study - a general problem, or something specific?
- What is your main claim or argument?

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7. Explain your methods

- It is that part where you give an overview of how you accomplished your study. If you did your own work, include a description of it here. If you reviewed the work of others, it can be briefly explained.

-Discuss your own research including the variables and your approach.
 -Describe the evidence you have to support your claim
 -Give an overview of your most important sources

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8. Describe your results (informative abstract only).

- This is where you begin to differentiate your abstract between a descriptive and an informative abstract. In an informative abstract, you will be asked to provide the results of your study. What is it that you found?

-What answer did you reach from your research or study?
 -Was your hypothesis or argument supported?
 -What are the general findings?

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9. Give your conclusion

- This should finish up your summary and give closure to your abstract. In it, address the meaning of your findings as well as the importance of your overall paper. This format of having a conclusion can be used in both descriptive and informative abstracts, but you will only address the following questions in an informative abstract.

-What are the implications of your work?
-Are your results general or very specific?


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Summary

- Like an abstract, a summary is just a condensed write-up on the topic discussed in your paper. However, summaries are more open ended than abstracts, and can contain much more varied information.
- Writing a summary is a great way to process the information you read, whether it's an article or a book. It involves reviewing the piece you're summarizing.
- Read it thoroughly and take notes on the major points you want to include in your summary.
- Ensure that the summary is in your own words. Then, revise it to ensure that your writing is clear and the grammar, punctuation, and spelling are all perfect.


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Characteristics of a good summary

- A good summary shortens the original text
- It includes only what is in the original text
- It is written in the summary writer's own words
- It is well-written without grammatical errors

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HOW TO WRITE A SUMMARY?

1. Read the piece thoroughly

- You should read it without making any kind of marks.
- Instead, focus on really understanding what the author is saying. This might mean that you need to read one sentence or paragraph more than once. You might also want to reread the whole piece.


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2. Write down what you think the main point of the piece is.

- This will help you start to put the piece's arguments in your own words.
- You can also ask yourself what point/points or themes come up throughout the entire piece.
- The title can also give you a tip as to the main point of the piece.


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3. Reread the piece, taking notes on the major points

- Once you know for sure what the author's main point is, reread the piece, looking for the ways they support that point.
- You can find supporting material by looking for details that refer to the title, surprises in the argument or plot, repetition, or a lot of attention to detail. Write down each time something like this occurs.
- To put something in your own words, write it down as if you were explaining or describing it to a friend. In that case, you wouldn't just read what the author wrote.
- Do the same when you're writing down the major points in your own words.


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4. Don't focus on the evidence that the author uses to support those points: Avoid giving or explaining examples to support your argument, focus on major points and avoid rewriting or trying to mention every point.

5. Start with the source's information: Start with author's and article's title, you should start every summary with the author and the article's title. This lets your reader know that you're summarizing what someone else has written.


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6. Work from memory to avoid simply copying: Write a first draft without looking at your notes to avoid copying, even when quoting the author, put it in inverted commas to specify that the work is not yours.

7. Make sure to summarize the original piece of writing: Retain author's tone and point of view

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Paragraph
A paragraph is a group of sentences put together and relating to one topic; or, a group of related sentences that develop a single point.

Principles of paragraph structure

1. Unity

- Most important aspect, states that one paragraph should deal with one topic or idea and not more. In essay, every paragraph should cater to one aspect related to the topic.

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- Every sentence in the paragraph should be closely connected to the main topic of the paragraph.
- The topic, theme or subject of the paragraph is often stated in the first line, called topical sentence as it opens the subject to be dealt with in the paragraph.

2. Order

- It is the logical sequence of thought or development of the subject.
- Events must be related to in order of their occurrence, and all ideas should be connected with the leading idea and arranged according to their importance or order.

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3. Variety

- To avoid monotony, the paragraphs should be of different lengths and different sentence construction.

Essentials of a good paragraph construction:

- Unity
- A good sentence formation
- Logical sequence of thought
- Variety
- A full and rounded final sentence in conclusion

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Essay

It is a written composition that gives expression to one's own personal ideas or opinions on some topic.

Characteristics of a good essay

- **Unity:** Should have one theme with a definite purpose, subject should be relevant and clearly defined in a variety of ways with different opinions.
- **Order:** Should follow a certain ordered line of thought and come to a definite conclusion. Unity of subject plus unity of treatment should be there, without any haphazard reflections.
- **Brevity:** Should not be too long, but no strict rule to length, depends on subject. Should be concisely expressed.

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- **Style:** The style should be conversational, easy, natural, familiar, and friendly. May use colloquial language, but in a dignified and literary manner. **Language should be simple, direct, and natural.**
- **Personal touch:** Essay should reveal personal feelings and opinions of the writer. Should have individuality about a subject. Don't simply copy views of others.

Features of a good essay

- Suitable subject matter
- Proper arrangement
- Adequate power of expression

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Types of essays


1. **Reflective essays:** Provide reflection or thoughts on some topic that is generally abstract in nature, like habits and qualities (truthfulness, heroism, patriotism); social, political, and domestic topics (poverty, government, marriage); philosophical (consciousness, right and wrong) or religious subject.
2. **Narrative essays:** Narrates an event or series of events. Historical stories (the reign of Akbar), biographies (life of Shivajee), incidents (festivals), accident or natural disaster (flood, etc.)

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3. **Descriptive essays:** Consists of description of some place or thing (animals, plants); towns, countries (Italy, Mumbai); aspects of nature (volcanoes); manufactures articles (motor-cars, silk, paper).
4. **Expository essays:** Expository essays explain some subject-institutions, occupations; literary topics like nature of poetry, scientific topics like gravity, etc.
5. **Imaginative essays:** In this the writer is supposed to place himself in an imagination in a situation without any actual experience. Eg the autobiography of a horse.


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Column Writing

- Columns are articles written for newspapers, magazines, newsletters, and other publications where a **writer** expresses their own opinion in few columns allotted to them by the newspaper organisation.
- They are usually published regularly and on a schedule.
- Columns are a form of journalism that is **less formal and more biased** than other types of journalism.
- The columnists choose the content they want their column to be about and then write it following simple guidelines.
- **Columns** are written by columnists.
- Qualities of a good columnist-well-read, good command in language, sense of humour (for popularity), eye for news, intelligence, hardworking, must know ethics of journalism, creative, etc.


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How to write columns

- Pick a specific topic, write clearly, don't complicate by using technical language.
- Use first person whenever sharing your own thoughts-Use 'I' wherever relevant
- Write the way you talk, it doesn't always have to be formal as it is personal
- Write an attention grabbing lead or opening paragraph
- Don't use so many facts, just use them to support your argument. It is not a news report but it may require interviews and facts to back an argument.
- Be passionate when sharing views, but provide a solution too.

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- Can include personal experience from writer's life
- Published on regular basis-daily, weekly, or monthly basis
- Objective is to provide genuine or authentic information to prevent immature thoughts
- Often has a picture of a columnist
- Can use satire or fun element
- Thoughts should be supported by facts and figures and should be genuine.

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Popular columnists

- Khushwant Singh- Late Journalist and Writer
- Kuldeep Nayar- Former Ambassador and Journalist
- Twinkle Khanna- Funny Bones T.O.I
- Shobha De-Times of India
- Bachi Karkaria- T.O.I
- Vir Sanghavi- Hindustan Times
- M J Akbar- The Asian Age, London New Delhi
- Shekhar Gupta- Indian Express
- Rajiv Shukla-Dainik Jagran-Sports

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