



EFFECTIVE WRITING

PROF. BINOD MISHRA

Department of Humanities and Social Sciences
IIT Roorkee

PRE-REQUISITES : 12th pass and above

INTENDED AUDIENCE : UG to Ph.D

INDUSTRIES APPLICABLE TO : Can be useful to all major companies, such as L&T, BHEL, NBCC, NTPC, WIPRO, INFOSYS, besides educational institutes.

COURSE OUTLINE :

The value of writing, one of the four language skills, has never waned. Many people, although having excellent verbal talents, struggle to demonstrate their writing abilities. Because writing reflects a writer even when he is not there and has no room for interpretation, mastering this craft is essential. The purpose of this writing course is to familiarise students with the nuances of effective writing so that they can better understand the subtle art of writing. It allows them to write with clarity, precision, and subtlety to express their ideas on various occasions while considering the concepts of appropriateness and accuracy.

ABOUT INSTRUCTOR :

Prof. Binod Mishra, presently a professor in the Department of HSS, IIT Roorkee, has been teaching English for more than two decades at various levels. He has to his credit 25 books and more than a hundred articles published in different reputed journals and books. Learners from all across the country have well received his MOOC courses on Soft Skills and Effective Writing. He has also addressed the participants in around a hundred invited talks at various conferences and symposiums. Besides being an engaging teacher and a competent researcher, Dr Mishra is also a passionate poet. Currently, he is the Vice Chairman of the Association for English Teachers of India, the largest body of English teachers. Before this, he had twice been the Editor-in-Chief of the Indian Journal of English Studies, one of the oldest English language and literature journals.

COURSE PLAN :

Topics :

Introduction to Effective Writing
Effective Writing as an Art
Principles of Effective Writing
Types and Stages of Effective Writing
Notions of Correctness and Appropriateness, Part I
Notions of Correctness and Appropriateness, Part II
Notions of Correctness and Appropriateness, Part III
Essay Writing
Types of Essays
Essentials of Academic Writing, Part I
Essentials of Academic Writing, Part II
Writing Effective Proposals
Writing Research Proposals
Drafting Effective Grant Proposals
Research Writing
Writing for the Internet
Content Writing
Writing Effective Advertisements
Creating Effective Blogs
Business Writing and its Functions
Mechanics of Business Writing
Business Letters and Memos
Format of Business Letters and Memos
Types of Business Letters

Sales, Complaint and Adjustment Letters
Writing Manuals
SOP Writing & Cover Letter Writing
Drafting Effective Resume
Report Writing
Strategies and Structure of Reports
Style of Report Writing
Drafting Short reports
Drafting Long reports
Creative Writing
Poetry and its types
Fiction and its types
Requisites of Fictional Writing
Writing Short Stories
Writing for the Stage
Summary