



# EFFECTIVE WRITING

**PROF. BINOD MISHRA**

Department of Humanities and Social Sciences  
IIT Roorkee

**TYPE OF COURSE** : Rerun | Elective | UG/PG

**COURSE DURATION** : 4 weeks (18 Jan' 21 - 12 Feb' 21)

**EXAM DATE** : 21 Mar 2021

**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 :**

Writing, one of the four language skills continues to have its importance in all times. A good number of people despite having good spoken skills at times fail to prove their mettle when it comes to writing. Since writing represents a writer even in his absence and doesn't have scope for clarification, one has to master this art well. The present course on writing aims at familiarizing learners with the nuances of effective writing which can help them know the subtle art of writing, enabling them to write with clarity, precision and at the same time with the subtlety to express their ideas on different occasions with the notions of appropriateness and accuracy.

**ABOUT INSTRUCTOR :**

Binod Mishra, a faculty in the Department of HSS, IIT Roorkee has an experience of teaching English at various levels. He has to his credit 20 books and more than hundred articles in different reputed journals and books. His MOOC course on Soft Skills has been received well by learners. He has delivered a good number of invited talks in various conferences and symposiums. Besides being a teacher and researcher, Dr. Mishra is also the Vice Chairman of Association for English Teachers of India, the largest body of English teachers. Prior to this, he had also been the two times Editor-in Chief of Indian Journal of English Studies, one of the oldest journals of English language and literature.

**COURSE PLAN :**

**Week 1** : 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

**Week 2** : Notions of Correctness and Appropriateness, Part II, Essay Writing, Types of Essays  
Essentials of Academic Writing, Part I, Essentials of Academic Writing, Part II

**Week 3** : Business Writing and its Functions, Mechanics of Business Writing, Business Letters and Memos, Format of Business Letters and Memos, Types of Business Letter

**Week 4** : Sales, Complaint and Adjustment Letters, Report Writing, Strategies and Structure of Reports, Style of Report Writing, Creative Writing