AGCJ 404: Communicating Agricultural Information to the Public

Week #3: Writing Successfully

Tip
- When you’re stumped by a new writing task, re-read something you wrote that made you proud
- Why? It helps you start and reminds you that you have writing skills

A Common Situation?
- Project report due tomorrow
- Have been busy with the project
- Have not taken time to write the report
- Plan to write the report today, but are interrupted
- Finally start on report at 3:00 p.m.

Situation
- Finish report at about 2:00 a.m.
- Get to work early and make bound copies for everyone
- You finish the story - what happens?

Objectives
- Identify the steps to successful writing.
- Use the steps to successful writing when completing assignments.
- Edit documents thoroughly and accurately.

Writing Process Steps
- Situation analysis
- Discovery
- Arrangement
- Drafting and revising
- Editing
Situational Analysis
- Analyzing the topic, purpose, and audience
  - Establish purpose
  - Determine reader’s attitudes and needs
  - Determine scope of coverage
- Bringing thoughts from nowhere to somewhere
- Make decisions about content and style based on audience and persona

Persona
- The role the writer has, or assumes, when writing
- Relates to the position of the writer and his or her relationship to the audience and the situation

Questions About the Audience and Persona
- What is the level of knowledge and experience of your reader?
- What is the reader’s point of view?
- What is your relationship to the reader?
- What is your reader’s attitude about what you are going to say?
- What persona do you wish to project?
- What is the influence of international culture?

Discovery
- Finding the information to meet the needs of your topic, purpose, audience, and persona
- Use a variety of sources to locate information for the topic you are writing about
- Take the information you have gathered to create new information that did not exist before

Arrangement
- Taking material from the discovery step and roughing out a plan or developing a complete outline
- Different methods of arrangement
  - Chronological
  - Sequential
  - General to specific
  - Specific to general
  - Cause/effect
  - Division/classification

Drafting
- Begin writing after finishing the outline and arrangement
- Maintain consistent point of view when writing the rough draft
Revising

- Polishing the rough draft in terms of:
  - Arrangement and content
  - Logic
  - Style
  - Graphics
  - Document design
- Consider having colleagues read the rough draft for comments and suggestions

Editing

- Final checking of:
  - Mechanics
  - Documentation
  - Graphics
  - Document design
  - Grammar
  - Style
- Be careful when using spell checkers and grammar and style checkers with word processing programs

To aid in conciseness how would you say?

- at an earlier date
- due to the fact
- During the month of January
- Please be advised
- each and every
- in the city of Bryan
- I am fix en to
- earlier
- because
- During January
- beware, remember
- all
- in Bryan
- I am going to

Evaluation

- All Assignments
- Midterm Examination
- Final Examination