

## Like Driving a Car – Effective Written Communication Skills

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The concept in my Communication Essentials course that is like driving a car is teaching students how to effectively communicate via various forms of written communication. In order to effectively communicate in writing, students must learn several mini steps before reaching their end goal.

### Step 1: Purpose

- Know the **purpose** of your writing.
- The competent skill needed to master this concept is the ability to identify the reason you are writing. Students must ask themselves why they are writing. For example, in our communication class, students might focus on the purposes of academic writing as being able to summarize, analyze, synthesize and evaluate information.

### Step 2: Audience

- Know your **audience**.
- The competent skill needed to master this concept is the ability to identify who will be reading your written work, and then write in a way that will engage those readers in what you have to say. The students' need to think about things like demographics, education, prior knowledge, and expectations.

### Step 3: Tone

- Have the right **tone** in your writing.
- The competent skill needed to master this concept is the ability to match the tone to what you have written. For example, if you are writing about the Impact the Covid 19 has had on the healthcare system, it might be a good idea to avoid adding in funny quotes and phrases.

### Step 4: Context

- Choose an appropriate **context**.
- The competent skill needed to master this concept is the ability to select what content you will use in the final copy of your written document.