

## **A FEW WORDS FOR THE BENEFIT OF TEACHING EFFECTIVE WRITING IN THE UNIVERSITY COURSE OF ENGLISH**

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The ability to communicate effectively, whether through speaking or in writing, is essential for university graduates as they all wish to succeed in their future professions. To be truly competent, they must be able to use words and their communicative skills effectively either orally or in writing. University graduates need to be able to transfer and receive information with ease, to present and defend their views through formal, informal, written, and oral presentation. University graduates must be able to do it at a decent and peer level while communicating with their colleagues and partners, supervisors and subordinates. Moreover, they also need to be able to listen effectively to gain information and understand opposing points of view. They will also need the ability to classify, obtain, and organize information from both human and electronic sources. As nowadays we face the globalization of our society and the English language is much more important as the main language of international communication than ever before our mission is to train students to be real professionals who can communicate effectively at either of the above mentioned levels at their international and English-speaking surroundings.

No matter what kind of responsibilities the future university graduates will have at their workplace, nowadays writing is becoming an essential part of plenty of jobs. Having become either university or school staffs, scientists or office workers, they will have to write every day. What is good and effective writing? Effective writing is writing which has a logical flow of ideas and is cohesive. This means it holds together well because there are links between sentences and paragraphs. Writing which is cohesive works as a unified whole and is easy to follow because it uses language effectively to maintain a focus and to keep the reader 'on track'. The most important principles of effective writing are considered

to be coherence, conciseness and clarity. The following principles should be taught and clarified during the course of effective writing:

1. The content of what you have written should be correct, complete and you should be sure that you have addressed all relevant issues.
2. Your writing should be with a particular reader in mind. That means that issues should be discussed on the level the reader can understand. For most documents, it is better to focus on practical, explicit information and advice related to the case you are discussing.
3. Write as concisely as possible, given the reader's needs and the issues to be addressed.
4. Develop a style that is clear and readable. Choose words that convey your meaning with precision and clarity.
5. Structure the document so that it is coherent. The organization should be logical and easy to follow. Summarize main ideas near the beginning of the document, and begin each paragraph with a topic sentence.
6. Revise the document so that it is polished and professional. It should be free of all spelling errors and typos; grammatical errors should not detract from the message [1; 2].

Problems with writing are often the result of two factors, both of which can be corrected: lack of adequate training in writing skills and lack of self-confidence.

Effective writing can be achieved or improved through the use of a number of devices. It obviously should include the following stages: planning, including analysis of audience and purpose; generating and organizing ideas; writing the draft; revising for readable style and correct grammar; and designing the document for effective presentation.

Writing pays off in professional advancement. A professional who can write best is likely to progress fastest and will usually be rewarded with professional success.

## **References**

1. Odell L. The Process of Writing and the Process of Learning / L. Odell // College Composition and Communication. – Vol. 31. – №. 1. – P. 41 – 50.
2. Robins Z. How to Develop Basic Writing Skills / Z. Robins // The Arthur Andersen Chronicle. – 1981. – Vol. 40. – №1. – P. 9.