

The LUYS Skype Master Class

By Dr. J. C. Cleary

A Short Course in Effective Writing

Chris Cleary for the Luys Foundation

Session 1 – November 20

Points to consider before you start writing

1) Who is the audience?

2) What is your purpose?

to present yourself

to present ideas

to persuade

to inform

3) Consider what the appropriate level of language should be

colloquial / informal

journalistic

business / technocratic / technical

scholarly / learned

artistic

4) Outline what you want to say

list the main points >> is this enough? is this too much?

order the main points >> to serve your purpose, to make your presentation effective

consider alternatives

Start writing

block out the substance before worrying about the language / style

reconsider the structure >> are you making your case successfully?

last but not least, refine and perfect the language

To become a better writer, read more!

Here are some examples of effective English accessible online:

learned / scholarly / formal

London Review of Books <http://www.lrb.co.uk/>

New York Review of Books <http://www.nybooks.com/>

Lapham’s Quarterly <http://www.laphamsquarterly.org/>

technical / colloquial

Ars Technica <http://arstechnica.com/>

Ignore the Code blog <http://ignorethecode.net/blog/>

Presentation Zen <http://www.presentationzen.com/>

Information is Beautiful <http://www.informationisbeautiful.net/>

technical / business journalistic

Good Morning Silicon Valley <http://blogs.siliconvalley.com/gmsv/>