

### **Useful tips on how to write effectively**

The society we live in has changed greatly; people have become more open and ready to communicate using different means of giving/passing information. Nowadays e-mail letters, SMSs (messages), business letters, reports and proposals are very popular, and we understand the importance of writing skills development in modern community.

In real-life situation according to the balance of skills involvement writing is the skill that is used not often. The same situation is in EL Classroom. So the aim of the presentation is to focus on main aspects important for effective written communication.

First of all, we should think about purposes for writing. They obviously can be different; depending on the purpose (to inform, to thank someone, to agree or disagree with smth / smb, to entertain someone, to specify, to clarify smth, to persuade smb, etc.), the content of the writing will be different.

Another important component to take into account is audience of the writing. Creative writing presupposes addressing not only teachers but also different possible real readers of the written passages. Writing to real audience makes the task easier and more motivated. Writing letters is a good way of combining the purpose and the audience.

Thirdly, basic principles are important in writing skills development. One of them is the principle of focusing on freewriting. The point of freewriting is to write so fast that ideas can flow without comments from your inner critic. Fluent and confident writing leads to accurate and motivated writing. Another principle is focusing on the text itself. Using this approach students learn how to write a paragraph and organize information logically and clearly with a specific type of reader in mind.

The stages of writing are one more thing to think over. Students should be taught in what way to organize the writing process to get good product.

On the whole, importance of creative writing is obvious.