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Essential Communication Skills Development for Self Expression

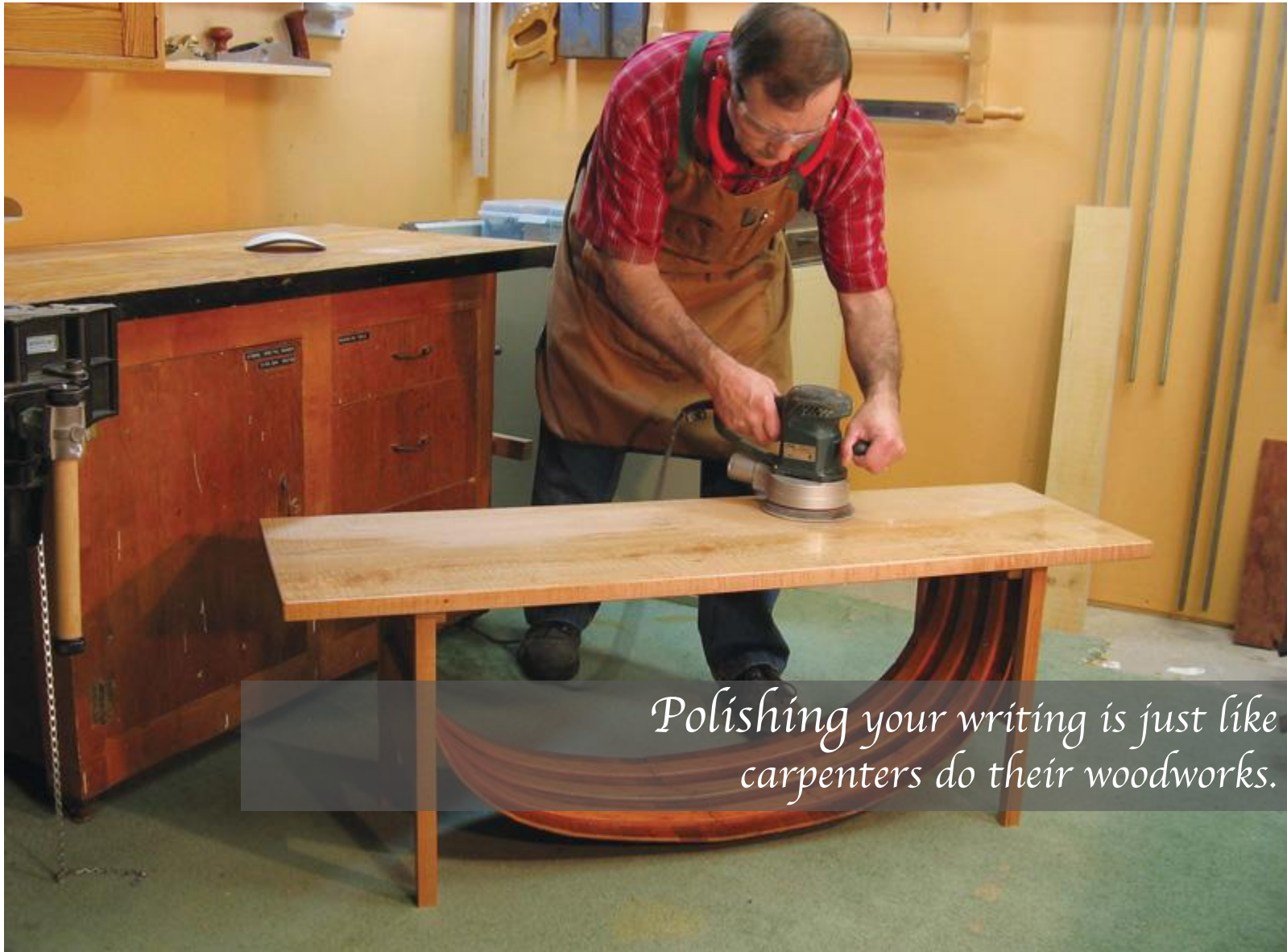
Effective written communications

-Polishing your story

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*Polishing your writing is just like
carpenters do their woodworks.*

Polishing...

Do not polish your writing right the way
Because there will be **nothing to polish.**

A good writing is independent of time.

It's always good whenever and wherever you read it.

That isn't a case for a poor one.

Word

- 1. There is a reason for every word** you write down.
- 2. Keep it simple** unless complexity creates additional value in readers' eyes.
- 3. Technical terms** and special terms have their places.
- 4. Intensive words** (e.g., very, highly, greatly) have meaning. You don't need them if they don't really have a meaning to you.



5. Don't weaken strong words by changing their forms.

- Watch out for –ance, -ment and –tion.
- Make them a strong verb instead.

E.g. “This letter is a confirmation of the details.”



“This letter confirms the details.”

6. Helping verbs may not be helpful.

E.g. “This letter will have been written by this Friday.”



“This letter will be written by this Friday.”



Sentence

1. Pay attention to the **first and last words** of a sentence.
2. Around **15-18 words** in a sentence is easy to read.
3. A long sentence welcomes **confusion**.
4. Too many short sentences show you are a **baby**.
5. Too many punctuations make it unnecessary **difficult** to understand.



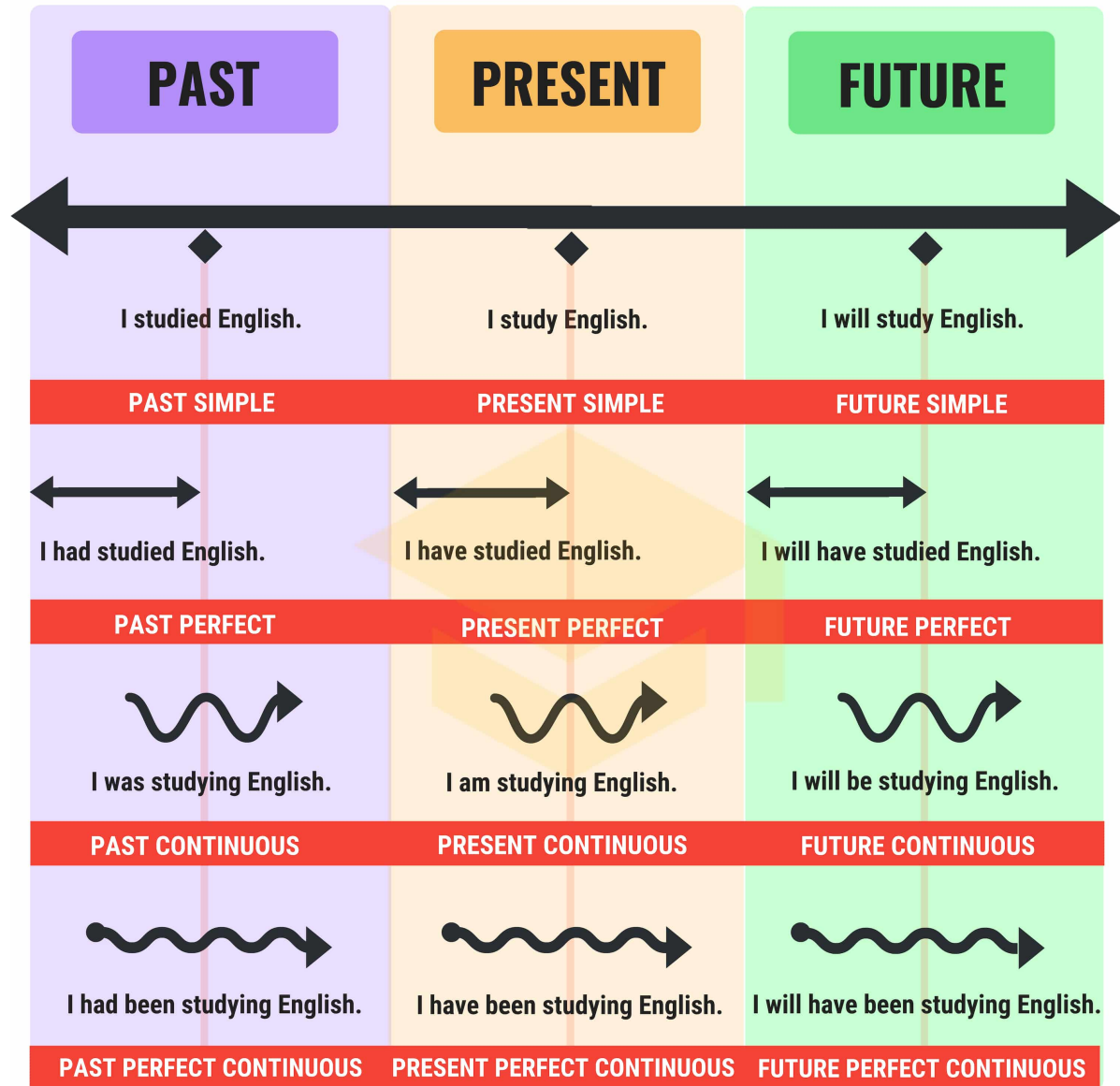
6. A **list form** can help.

7. Keep **good news short** and make **bad news long** unless you want to upset your reader(s).

8. Selling yourself uses **active**. Selling your work uses **passive**. *Don't sell yourself when you want to sell your work.*



Verb Tenses



Paragraph

1. Long means you emphasize *but don't have to emphasize everything*.
2. Keep your opening and closing paragraphs short. **Four lines** may be enough.





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