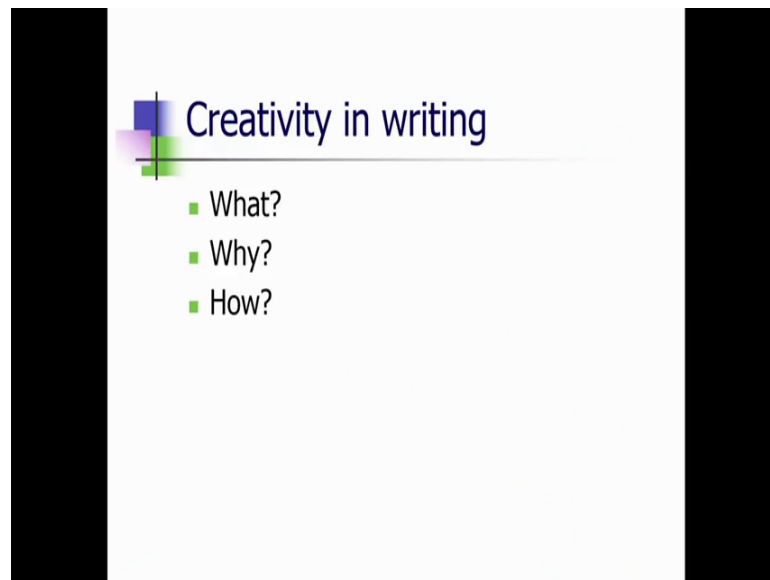


Research Writing
Prof. Aradhna Malik
Vinod Gupta School of Management
Indian Institute of Technology, Kharagpur
Lecture - 04
The Writing Process (Contd.)

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Welcome back to the MOOC course on research writing my name is Aradhna Malik, and I am helping you with this course. And we were talking about what writing is and how you can improve, how we can work on or how you can start writing. So, before actually you know jumping into research writing, I am going to share a few tips on how you can start writing, how you can start shaping your ideas, you conducted your research now the time has come to put them into action. So, creativity in writing, we will talk about what writing is and how different writing styles will evolve. So, creativity in writing can be brought about by addressing those six question, what, why, how of whatever it is that you have done.

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The 3-P Method to establish links

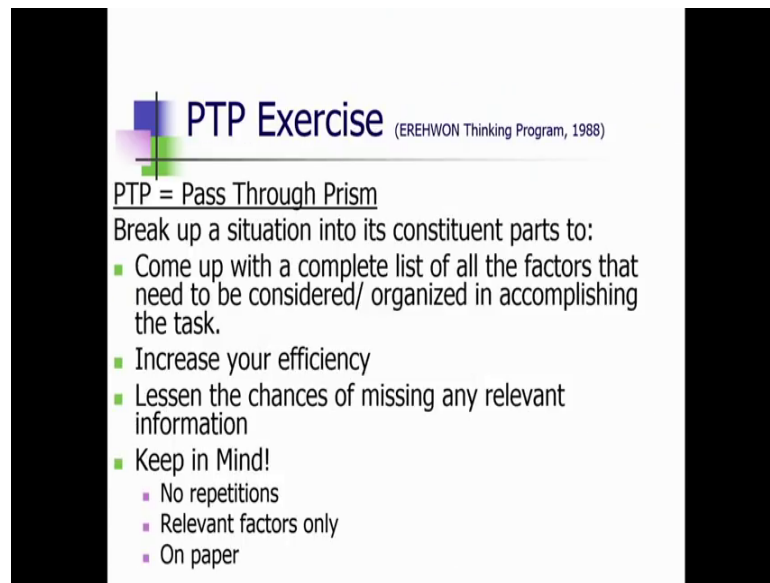
(EREHWON Thinking Program, 1988)

- Stage I: Identify the two points between which the link is to be determined.
- Stage II: Consider the physical features of the two points. Compare the six physical characteristics of the two points, i.e., Content, Origin, Dimension, Activity, Color, and Shape
- Stage III: Identify the exact purpose or use or function of each of the two points. Now see if there is anything in common.

How to be established links between whatever we have studied, whatever we have read. Stage one, we identify the two points between which the link is to be determined. So, the two different points that we have we established the link between those two points and how. And then we consider the physical features of the two points and this is from the thinking program you know it was called the array one nowhere step backwards thinking program that at least I went through in 1988.

Now, stage two is you consider first you identify what you want to connect then you consider the physical features of the two points. You compare the physical characteristics of the two point that is content, origin, dimension, activity, color and shape. And then after that you identify the exact purpose or use or function of each of the two points. Now, you see if there is anything in common, this is called 3-P method.

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A presentation slide titled "PTP Exercise" with a subtitle "(EREHWON Thinking Program, 1988)". The slide features a small graphic of a prism with a light beam passing through it. The text on the slide defines "PTP = Pass Through Prism" and instructs the user to "Break up a situation into its constituent parts to:". It then lists four main points: "Come up with a complete list of all the factors that need to be considered/ organized in accomplishing the task.", "Increase your efficiency", "Lessen the chances of missing any relevant information", and "Keep in Mind!". The "Keep in Mind!" point is further detailed with three sub-points: "No repetitions", "Relevant factors only", and "On paper".

PTP Exercise (EREHWON Thinking Program, 1988)

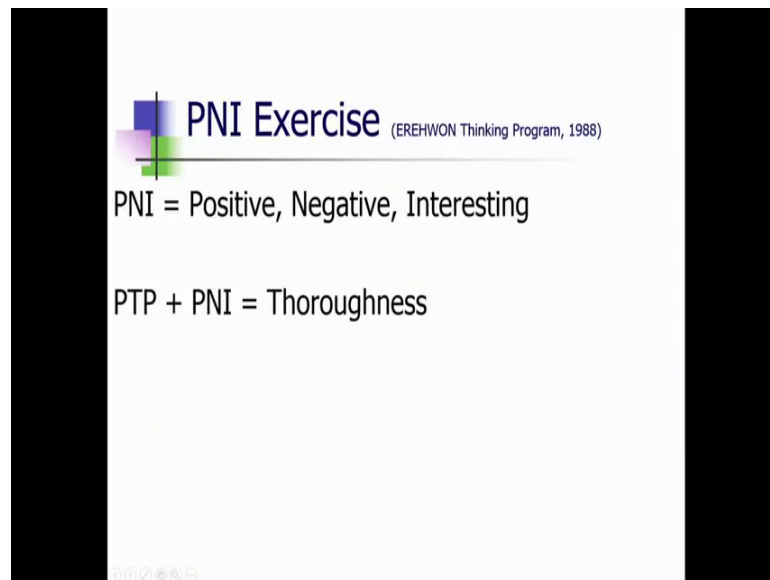
PTP = Pass Through Prism

Break up a situation into its constituent parts to:

- Come up with a complete list of all the factors that need to be considered/ organized in accomplishing the task.
- Increase your efficiency
- Lessen the chances of missing any relevant information
- Keep in Mind!
 - No repetitions
 - Relevant factors only
 - On paper

Then the next exercise is called the PTP exercise. PTP stands for pass through prism. You break up a situation into its constituent parts to come up with the complete list of all the factors that need to be considered or organized in accomplishing the task. So, you break it up and then you see that all these factors are there or you come up with the list of the factors that you need to go through that you need to pay attention to in accomplishing the task. Then you increase your efficiency in doing that in breaking things up. You lessen the chances of missing any relevant information. And keep in mind that there should be no repetitions you should only look at the relevant factors and this should be put in or you should write all these things down on paper.


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The next exercise that you can do is the positive, negative, interesting sides. So, you do you know you find out you list the factors or the aspects of whatever you are describing as to what is positive, what is negative, what is interesting. And again we are not specifically talking about research writing anymore, we are talking about opening your mind to different ideas. Research writing we will come back to research writing, I just wanted to share all this information with you. So, you would at least get interested in writing.

When we do research writing what I tell my students is that you right whatever comes to mind, you describe whatever it is that you have done in as much detail as possible with as many emotions as possible that is draft one, pour your heart out on paper. And then you start structuring it and formatting it, and structuring it and formatting it, so positive, negative and interesting. Now, pass through prism, and positive, negative, interesting will you bring these two together and that results in thoroughness. Again this is not specifically about research writing this is about crisp writing or you know in depth writing in general.

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Exploring ideas

- Try brainstorming
 - Think of every word or phrase that comes to your mind
 - Try thinking of the opposite side of your topic
 - Compare the lists and establish connections to form new ideas (keywords)
- Try the PTP method

(Lunsford, 2001)

Then we talk about exploring ideas. Now, when we are trying to explore ideas, various ways in which you can explore ideas. The first one is brainstorming. And this is from a book by Lunsford. So, you think of every word or phrase that comes to your mind, then you try thinking of the opposite side of your topic, then you compare the lists and establish connection to form new ideas which is the keyword you know so the keywords emerge. Then you try the pass through prism method and that way you can explore certain ideas.

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Try freewriting (Lunsford, 2001)

A method of exploring a topic by writing about it for a period of time without stopping.

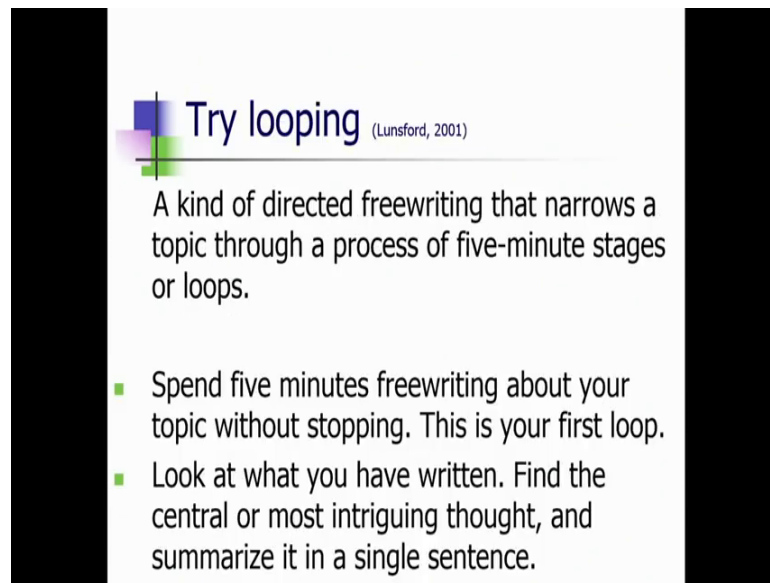
1. Write for ten minutes or so. Think about your topic, and let your mind wander; write down whatever comes to your mind. Don't stop, and don't worry about grammar or spelling. If you get stuck, write anything – just don't stop.
2. When the time is up, look at what you have written. You may discover some important insights and ideas.

Then another method by which you can explore new ideas or be creative is free writing. Free writing is a method of exploring a topic by writing about it for a period of time without stopping. So, you think about an idea and you start writing. You just ramble on initially, use any language you want, forget about grammar, do not worry about spelling. So, just write you set the clock in right for 10 minutes write anything that comes to your mind about that particular topic. So, you go round and round, and you say one thing and you say another, and you say let your mind wander and do not stop. And then you get if you get stuck just write anything, but do not lift your pen from the paper. And this helps if you do it physically with a pen and paper, not on the computer, because the computer can be very distracting you could be distracted by the type of font you are using, full stop commas and etcetera

But when you are writing physically on a piece of paper then it becomes you know you are sort of under some sort of a compulsion anyway. So, you write for about 10 minutes then when the time is up, then you look at what you have written, and you will realize that your mind has gone in one direction. You may have been thinking of several things, but when you write the fact that you are expressing yourself acts as a feedback that goes back to your mind and pushes you in a specific direction. So, you have already narrowed down the span of what you have done this is very difficult to explain and do through this online medium that we are on. This becomes much more clear when you are in one or when you are doing it physically

So, please take my word for it. If you want to try this exercise write about anything, anything that concerns you, could be a social problem, could be a research topic, could be something that you study in class, just identify a topic and write about it for 10 minutes write anything that comes to your mind. And then read after ten minutes read what you have written.

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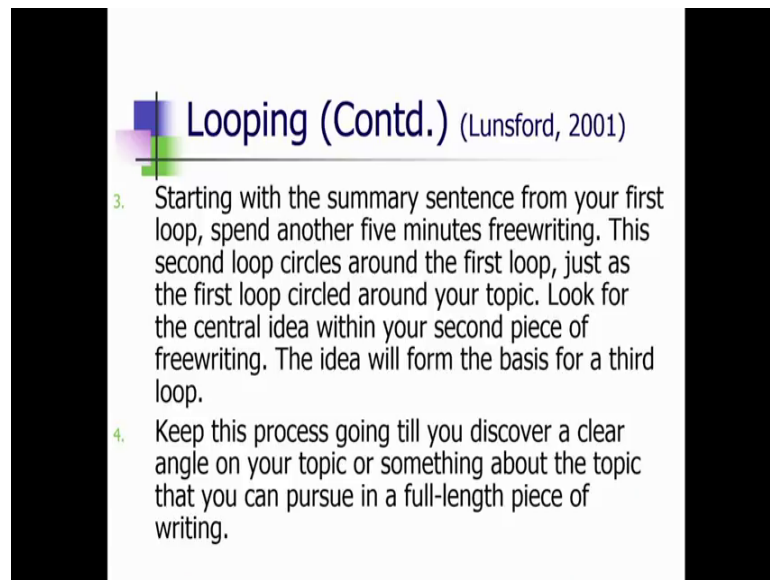
Try looping (Lunsford, 2001)

A kind of directed freewriting that narrows a topic through a process of five-minute stages or loops.

- Spend five minutes freewriting about your topic without stopping. This is your first loop.
- Look at what you have written. Find the central or most intriguing thought, and summarize it in a single sentence.

And the next thing is connected to it. Once you have done your free writing, so looping is a kind of free writing in which you sort of narrow down your topic through 5 minutes spurts of loop or loops. So, you spend 5 minutes free writing about your topic without stopping, this is your first loop. Then you lift your pen and then you read what you have written, now your topic has got a certain direction. Then you think about that topic for maybe 10-15 minutes and start writing about this one direction that has emerged out of the first you. Again write for 5 minutes without stopping, and then you will realize that even with that sub aspect you are going in a particular direction and that then will stimulate a specific direction to your topic. So, this is again this exercise is better understood if done. You know so it is very difficult to explain it or to understand the relevance of it through this online medium, but please take my word for it you can try it and that is what you do.

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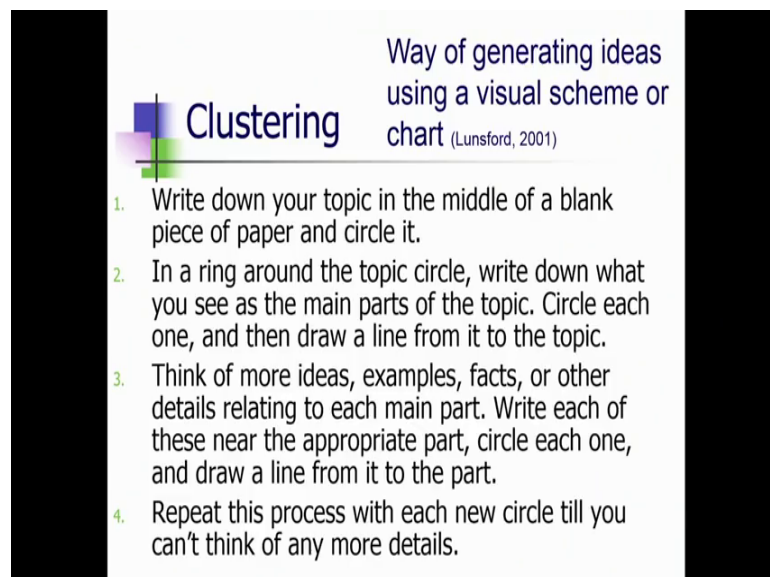


Looping (Contd.) (Lunsford, 2001)

3. Starting with the summary sentence from your first loop, spend another five minutes freewriting. This second loop circles around the first loop, just as the first loop circled around your topic. Look for the central idea within your second piece of freewriting. The idea will form the basis for a third loop.
4. Keep this process going till you discover a clear angle on your topic or something about the topic that you can pursue in a full-length piece of writing.

So, you take the summary sentence from your first topic and start writing about that. And then you take the summary sentence from your second paragraph, and start writing about that. And you go on keep this process going on till you discover a clear angle on your topic or something about the topic that you can pursue in a full-length piece of writing.

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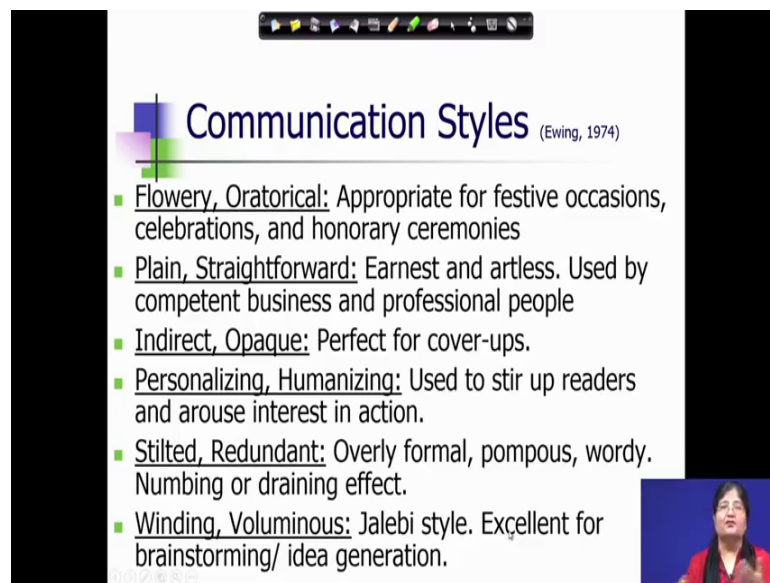
Clustering Way of generating ideas using a visual scheme or chart (Lunsford, 2001)

1. Write down your topic in the middle of a blank piece of paper and circle it.
2. In a ring around the topic circle, write down what you see as the main parts of the topic. Circle each one, and then draw a line from it to the topic.
3. Think of more ideas, examples, facts, or other details relating to each main part. Write each of these near the appropriate part, circle each one, and draw a line from it to the part.
4. Repeat this process with each new circle till you can't think of any more details.

Clustering that is another method. You write your topic in the middle of a blank piece of paper and circle it. Then in a ring around the topic circle, write down what you see as the main parts of the topic. And in circle each one, and then draw a line from it to the topic.

And think of more ideas, examples, or other details relating to each main part. Maybe I can show you how this happens. So, clustering is a way of generating ideas using a visual scheme or a chart. So, now this is how you do clustering and the mind map is another way of clustering and you can see the mind map on your computers or in Google play store. So, you keep repeating this process till you find the connections in connections to different topics.

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The slide is titled "Communication Styles (Ewing, 1974)". It lists six styles, each with a brief description:

- Flowery, Oratorical: Appropriate for festive occasions, celebrations, and honorary ceremonies
- Plain, Straightforward: Earnest and artless. Used by competent business and professional people
- Indirect, Opaque: Perfect for cover-ups.
- Personalizing, Humanizing: Used to stir up readers and arouse interest in action.
- Stilted, Redundant: Overly formal, pompous, wordy. Numbing or draining effect.
- Winding, Voluminous: Jalebi style. Excellent for brainstorming/ idea generation.

A small video inset in the bottom right corner shows a woman with glasses and a red top speaking.

Then we move onto the different styles of communication, the kinds of styles we have. So, when you have decided how you want to generate ideas, we have various styles in which you can present your ideas. Now, different styles of writing something are this is very nice paper by Ewing that was published in 1974 and it is called the protean communicator. So, Ewing describes six different styles of communication. The first one is flowery or oratorical style, which is appropriate for festive occasion. This kind of style I just so you know you use inflated words and you use a lot of large big words to describe something.

So, I am going to read something from the paper itself; and so in the oratorical style you know you could say maybe I will just read from the paper. The outstanding feature of this great depression is that the economic order developed since the reformation, and the great society developed, since the fall of the Roman Empire have come to be threatened not by the destructive impact of external or natural forces. But by a spontaneous

disintegration from within because of an incipient failure of collective will and political wisdom and because of the lack of sound ideology on the part of the ruling classes and of the leaders. Now, this is an example of oratorical style where you use a lot of inflated phrases you use a lot of expletives, you use a lot of exaggerated words. So, this kind of style is suitable for festive occasions.

Then you have the plain or straightforward style, which is earnest and artless this is a direct style writing that is used in business. So, you know it is very simple when you say you please go and do this, say please switch on the light that is a direct style of talking. So, or a research was conducted that is still slightly indirect, but then when you say that we the results are x, y, z. So, the results of the study are you know so many percent people are doing this and. So, many percent people are doing that now that is a direct style of writing that is a plane and straightforward style of writing.

Indirect or opaque style of writing is perfect for cover-ups where you know so it is perfect for cover-ups where you go back and you use a lot of hedging, you use a lot of different kinds of words that do not that take the reader's attention from away from what is being said. So, I will just read you know about the indirect style here. So, instead of saying who will submit the reports, you say the cost of equal opportunity program was estimated incorrectly. So, you use passive voice in order to cover-up things and so you do not take the blame it had to be done, but it was not done.

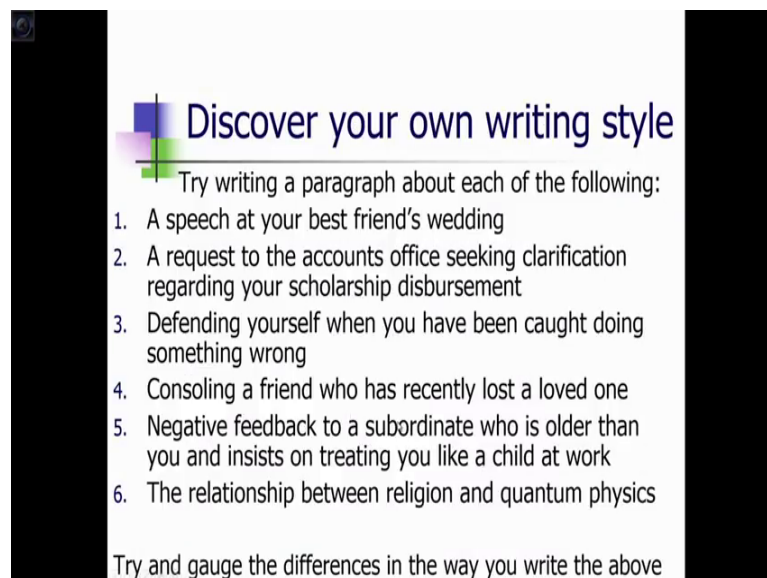
Then you have personalizing or humanizing style, which is used to stir up the readers and arouse interest in action. So, you use a lot of words will you not do this, people are doing x, y, z. So, let me read something from the paper here. And I will give you an exercise that will help you understand the differences in each of these styles. So, for example, a surveys consistently show that the American people believe that businesses will provide the answers to societies problems. Throughout the 60s, the Sermon was preached by all sorts of strange bedfellows Henric Ford, Whitney Young, John lindsay President Kennedy, President Johnson, president Nixon (Refer Time: 12:17) etcetera. Left right and centre the argument and belief remain the same if you could just unleash the problem solving power of American business new cities would be built. So, you sort of you know you create emotions in the mind of the readers. And this is the kind of a style that public servants use that politicians used to arouse interest in action.

Then stilted or redundant style is the next one this is overly formal, pompous, wordy, it has a numbing or draining effect, and you say you are hereby directed to complete so and so application by such and such states that is indirect. However, as per rule number 5.6.9.13 you are hereby directed to follow these or to submit this report failing which as per rule you know 13 a.26, you know you will not be eligible for so and so. Or the competent authority has directed us to or you are hereby directed by the order of the competent authority as per rule number 8.3.4 para 5.6 to do x, y, z.

Now, I am not poking fine at the rules and regulations, this is the way the government works. So, this is wordy this is heavily laden with formal notations, it is heavily laden with references to authority, and it has a numbing or draining effect. And this is the kind of language you use when you want to put somebody in their place.

Then you have the winding or voluminous style. And I would like to call it the Jalebi style. Now, Indians, most Indians would know what Jalebis are. So, you just go round and round and round in circles. So, you just go around the topic. So, you brainstorm and you think of different aspects, and one word stimulates another, and another stimulate another etcetera. So, this is excellent for brainstorming or idea generation.

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Discover your own writing style

Try writing a paragraph about each of the following:

1. A speech at your best friend's wedding
2. A request to the accounts office seeking clarification regarding your scholarship disbursement
3. Defending yourself when you have been caught doing something wrong
4. Consoling a friend who has recently lost a loved one
5. Negative feedback to a subordinate who is older than you and insists on treating you like a child at work
6. The relationship between religion and quantum physics

Try and gauge the differences in the way you write the above

Now, to discover your own writing style we all have a natural inclination to write in one way or another. You to discover your own writing style I would suggest that you try each of these exercises. So, maybe if you could write is so think about what you would write,

if you were to write a speech at your best friend's wedding. Or the second thing that you could do my suggestion is that you write all six documents and then see the different ways in which you would describe or the different ways in which you would write these things. So, speech at your best friend's wedding, a request to the accounts office seeking clarification regarding a scholarship disbursement, these are the actual exercises I give to students in my class. Defending yourself when you have been caught doing something wrong. Consoling a friend who has recently lost a loved one.

Negative feedback to a subordinate who is older than you and insists on treating you like a child because many times specially in you know in the senior organizations. You will find people who are much older than you and you try and ask them to do something, and they will say that I have been doing this since your father was a student here so that kind of thing. So, in order to remind them that yes you respect them for their age; however, because of the responsibility you have been assigned you still need them to do something differently than what they were doing earlier. So, in that in doing that you have to do something.

The relationship between religion and quantum physics, I do not know if a relationship exists, I just picked these two topics because I thought they were very very remotely connected if it all. Now, again I could be mistaken I will leave it to you. So, if you do this exercise you will see the connections between these different styles of writing and your own you will realize what kind of writing do you like to do. So, my suggestion is that you do this and then you try and understand or you try and list or you try and describe what type of writing do you like to do most often.

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Communication Styles (Ewing, 1974)

- Flowery, Oratorical: Appropriate for festive occasions, celebrations, and honorary ceremonies
- Plain, Straightforward: Earnest and artless. Used by competent business and professional people
- Indirect, Opaque: Perfect for cover-ups.
- Personalizing, Humanizing: Used to stir up readers and arouse interest in action.
- Stilted, Redundant: Overly formal, pompous, wordy. Numbing or draining effect.
- Winding, Voluminous: Jalebi style. Excellent for brainstorming/ idea generation.

For example, I have seen people who have you come from the industry tend to use a lot of direct writing. And you ask them to write an oratorical sentence and they say we cannot do it. On the other hand, people who were studying humanities like to be more verbose, they are more their writing is more winding and voluminous. People who are doing who is studying literature or philosophy, they tend to write in a more winding and voluminous fashion. Now, people who are students of law typically would like to write in a combination of indirect and the stilted sort of manner. People who are in the administration will use the redundant people who are in the administration will use the redundant style of writing.

So, it could be no style of writing would be in most cases, you will use a combination of different styles of writing. However, when you are writing a research report the one that you must use would be plain and straightforward, the one that you must absolutely avoid actually various ones are there, the ones that you should avoid when you are writing research documents are you should never use flowery or oratorical style of writing. You should try at times you need to use the indirect style, but you should avoid personalizing and humanizing style of writing and you must avoid the stilted or redundant style of writing, vocationally you may need to use the winding and voluminous type of writing or indirect writing, straightforward is the one that we use most often. So, this sums up our discussion on writing. We will continue with some more discussion on the techniques of writing and how you need to write in the next lecture

Thank you very much for listening.