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B.Com Honours

Semester II

Calicut University

Writing for Academic & Professional Success

Course Code: AEC3 • Module 4 Notes

1. Technical Writing, Digital Content, and Proofreading

The final stage of writing development involves technical instruction, digital communication platforms, and the mechanics of editing. This module covers technical writing principles, digital content writing, writing executive summaries, and proofreading strategies to eliminate errors.

Technical Writing vs. Digital Content

Technical Writing

Focuses on conveying complex technical information clearly and concisely to help users complete specific tasks. Examples include user manuals, instruction sheets, and troubleshooting guides.

Digital Content Writing

Writing for websites, blogs, and social media. Requires short paragraphs, clear headings, bullet points, and basic **SEO (Search Engine Optimization)** integration (using keywords) to improve online visibility.

Abstracts & Executive Summaries

These are condensed versions of longer documents, designed for quick review:

- **Abstract:** A brief summary of an academic paper, detailing the research question, methodology, findings, and conclusion (typically 150-250 words).
- **Executive Summary:** A summary of a business report or proposal, highlighting the problem, findings, recommendations, and financial implications.

The Art of Proofreading and Editing

Proofreading is the final check of a written draft to correct spelling, punctuation, grammar, and formatting errors before submission:

1. **Grammar Checks:** Verifying subject-verb agreement, correct pronoun usage, and avoiding run-on sentences.
2. **Punctuation Checks:** Verifying the correct use of commas, semicolons, apostrophes, and quotation marks.

3. **Sentence Structure:** Editing sentences to remove wordiness and improve clarity.

Proofreading Tips: Read the text aloud, read the sentences backward to focus on individual words, and print a physical copy to highlight errors more easily.

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