

# Guidelines for effective writing

- **Give users clear value.**  
Ask yourself: Is this content saying something meaningful or adding new information?
- **Get right to the point.**  
People have limited attention and patience and are quickly frustrated when expectations are not met. As communicators, it's our job to help them get what they need quickly.
- **Delete fluff.**  
Too much unnecessary text leads to skipping. Users do not care about what your organization and programs are doing; they care about WHAT AFFECTS THEM. Eliminate promotional, redundant, outdated, and trivial copy.
- **Show don't tell.**  
Language like "this page makes it easy for you to find helpful contacts" is unnecessary. If the page really makes it easy, it should be obvious.
- **Limit introductory text or instructions.**  
If we write clearly and concisely, the purpose and meaning should be obvious.
- **Keep sentences as short as you can — the shorter, the better.**  
Try to keep sentences to 20 words or less. Express one point per sentence. Put the most important information at the beginning. Remember audiences are scanning, not reading.
- **Paragraphs should be 2 or 3 sentences max.**  
Put the most important information first.
- Active voice helps make action clearer by highlighting the person doing the action, followed by the verb. Passive voice is often awkward, it's usually longer, and it makes readers work harder to translate.

## REFERENCING

Referencing is used to tell the reader where ideas from other sources have been used in an assignment. There are many reasons why it is important to reference sources correctly:

- It shows the reader that you can find and use sources to create a solid argument
- It properly credits the originators of ideas, theories, and research findings
- It shows the reader how your argument relates to the big picture.

Failure to properly acknowledge sources is called plagiarism, and it can carry significant academic penalties. Fortunately, plagiarism is easy to avoid by following a few basic principles.

Referencing styles are a set of instructions. They tell you what information you need to include in your reference, the order that information should appear, and the way it should be formatted in

your work. APA style is most common other styles include MLA style, Oxford style, Harvard style, and Chicago style.

## Bibliographical research tools

These are resources that help researchers locate and access relevant literature, including books, journal articles, conference papers, and other scholarly works. Some common bibliographical research tools include:

1. **Library catalogues:** These are databases that contain information about the books and other materials held in a library's collection.
2. **Online databases:** These are digital collections of scholarly works, such as academic journals, books, and conference proceedings, that can be searched and accessed online.
3. **Indexes and abstracts:** These are databases that provide bibliographic information and summaries of scholarly works, making it easier to identify relevant literature on a given topic.
4. **Citation databases:** These are databases that track citations between scholarly works, allowing researchers to identify influential or highly cited works in a field.
5. **Reference management software:** These are tools that help researchers organize and manage bibliographic information, such as citations and bibliographies, for their research projects.

## CITATION

A **citation** is a way of giving credit to individuals for their creative and intellectual works that you utilized to support your research. It can also be used to locate sources and combat plagiarism.

There are many ways of citing resources from your research. The citation style sometimes depends on the academic discipline involved. For example:

1. **APA (American Psychological Association) Style:** This style is commonly used in the social sciences, such as psychology, sociology, and education. APA style features in-text citations that include the author's last name and year of publication, as well as a reference list at the end of the paper that includes full bibliographic information for each source cited.
2. **MLA (Modern Language Association) Style:** This style is commonly used in the humanities, such as literature, language, and cultural studies. MLA style features in-text citations that include the author's last name and page number, as well as a Works Cited page at the end of the paper that includes full bibliographic information for each source cited.
3. **Chicago Style:** This style is used in a variety of disciplines, including history, literature, and the social sciences. Chicago style features both footnotes or endnotes and a bibliography, which provide full bibliographic information for each source cited. The citation style in Chicago can vary depending on the type of source being cited, such as books, journal articles, or online sources.

# FOOTNOTES

Footnotes are notes placed at the bottom of a page that provide additional information or citations for a particular point made in the text. Footnotes are typically used in academic writing to provide readers with additional context or to acknowledge sources used in the research.

- Discussion footnotes refer to notes that are inserted at the bottom of a page in a written discussion or dialogue, typically in a format similar to traditional footnotes. These notes are used to provide additional information, clarify a point, or make a comment that may distract from the main text.
- Discussion footnotes can be used in a variety of written formats, including essays, research papers, and books. In academic writing, they can be particularly useful for referencing sources, providing definitions, or explaining technical terms or jargon.
- It's important to note that not all writing styles or formats allow the use of discussion footnotes. Some style guides, such as APA, require that all information be included in the main text or in a separate reference list. It's important to consult the specific guidelines for a particular writing assignment or publication to determine whether discussion footnotes are appropriate or necessary.

# USE OF INTERNET

The use of library and internet resources for the collection, classification, and interpretation of data and information is essential in research and academic writing. Here are some ways in which library and internet resources can be used:

- Collection of data and information: Libraries provide access to a wide range of materials, including books, journals, magazines, and newspapers, which can be used to gather relevant data and information. Internet sources such as online databases, e-books, and websites can also be used to collect data and information.
- Classification of data and information: Libraries use classification systems such as the Dewey Decimal System or the Library of Congress Classification System to organize their materials. These systems can be used to locate relevant resources in the library. On the internet, search engines and databases can be used to filter and sort information based on specific criteria.
- Interpretation of data and information: Libraries provide resources such as reference books and dictionaries that can be used to interpret data and information. Internet sources such as scholarly articles and research reports can also provide analysis and interpretation of data and information.

Overall, the use of library and internet resources for the collection, classification, and interpretation of data and information is an important aspect of research and academic writing. Researchers and students should be proficient in using both library and internet resources to ensure they are gathering relevant and reliable information for their research. It's also important to critically evaluate the sources and information found through these resources to ensure their accuracy and validity.