

# **CRITICALLY EVALUATING AND IMPROVING A COPY**

# CRITICAL MENTALITY

The first thing that an editor should possess is a critical mentality. While editing, he/she should be impartial to the text. The editor must be detached from the backgrounds of the text but at the same time, immersed in it.

# PUNCTUATIONS

While writing a text, proper punctuation marks should be taken care of. Some of the punctuation marks include:

- Period (.)
- Comma (,)
- Semi-colon (;)
- Colon (:)
- Hyphen (-)
- Apostrophe (')
- Parenthesis ( ( ) )

Another thing to be noted is :

- CAPITALIZATION
- *Italicization*
- **Bold letters**

# REVIEWS

For improving our copy,  
we should take  
consultations from others  
and ask for reviews about  
the copy so that we can  
improve ourselves

# HEADING

The heading of the work should be very catchy. It should attract the reader to read the text.

# USE DESCRIPTIVE VERBS

A common side effect of writing like you talk is the tendency to use *have*, *has*, or *had* in place of action verbs. Consider this example: *He had a cold*. This could mean more than one thing: He caught a cold, or was suffering from a cold, or recovered from a cold, or was just chilly. Replacing *had* with a descriptive verb improves the copy, delivers more impact, and leaves nothing to ambiguity. Beware of other generic verbs such as *is*, *are*, *do*, or *get*, which you can often replace with better, more specific verbs.

# IMITATE READERS WE ADMIRE

Without plagiarising, we can add quotations, phrases by others writers we admire by giving credits(proper citations)



# OBJECTIVITY

In the case of both editing and writing, we should be objective in our perception that is, we should not be partial and subjective. Proper factual accuracy is to be maintained.

# TASTE OF THE READER

When we write or edit a text, we should be able to write according to the taste of the reader. The message intended should be properly conveyed.

# CONSISTENCY

Another important thing to be noted is that the text should be coherent and consistent.

We should always adhere to one idea and it should be threaded throughout the text.

# REFERENCES

- <https://www.smartbugmedia.com/blog/4-tips-for-instantly-improving-your-blog-copy>
- <https://www.lifehack.org/380600/10-sure-fire-ways-improve-your-copywriting-skills>



THANK

YOU

