

Abstract

Medical writing contains writing scientific research based on facts and evidence that adapt with the audience understanding. The purpose of medical writing is to collect data and try to make research in a professional and understandable way. A medical writer is someone who writes about medical science, education, history, or practices it. The important characteristics of medical writing are, audience, originality, concrete examples, clarity, credibility, proper research, careful word choice, active voice, accuracy, and being factual.

Introduction

Medical writing is surrounded in specific field of a written communication that includes, the creation of various kind of documents. It involves writing scientific facts based on evidence and knowledge in a logical way, drug related document, journals, educational and promotional writing. the practice of medical writing dates back to the ancient times. The first writer in medical writing in history is the mythical god Thoth who was worshipped in Egypt as the creator of writing between 6000 – 3000 (Makhdoomi, 1987). The main purpose of medical writing is to capture data and try to achieve it by making research in a formal and easy way to help the audience understand the message. A medical communicator is someone who writes about medical science, healthcare, history, education, or studies about it. This essay will talk about the characteristics of medical writing.

Audience

Each piece of writing has a unique characteristic such as expository, descriptive, persuasive, and narrative. However medical writing has different views of qualities. For instance, the audience plays a significant role for the medical writer. The presence of an audience is necessary for any topic, as there must be goodwill from the company to invest in your work and earn money. Eventually, it is required for someone to pay for and interact with your scientific publication, either it be through journals, electronic medium, or books. Moreover, here are some points why audience is essential in medical writing. For example, relevance which is understanding the audience will

help them change their content to the readers particular needs and interests. There are various audiences including patients, regulatory agencies, and healthcare professionals who require additional details, tone, and style in medical writing. Furthermore, assessing knowledge is to ensure that the audience has the necessary level of knowledge, skills, and expertness. Their judgement will not only encourage the medical writer to perform to the best of their abilities but also help achieve effective outcomes, great feedback, which can improve the overall quality of the work (Sinha, 2006).

Originality

The second important characteristic is originality. A great way to create writing is by either introducing fresh new and original approaches that have not been researched before or by presenting a unique and creative viewpoint to stories that have been told before. Originality is needed especially in scientific research, where plagiarism and other repetition of results can have a serious consequence, including the loss of credibility and finance which will make the reader unable to trust your work.

Concrete Examples

The use of concrete examples is a key element of medical writing. Giving evidence for any statement that supports arguments and ideas is important. State the main point and then provide an example that illustrates it. Without giving any examples, the writing can quickly become boring, and the reader goanna lose interest. Also choosing an abstract idea and forming examples of realistic experiences to confirm the message can help introduce the audience to an actual situation that will improve.

Clarity

Good medical writing contains clarity, which is an important element as it is the fourth general characteristic of good writing. Lack of clarity is a huge issue that bothers scientists trying to release their research in medical journals. Similarly, the author's lack of proof and logical evidence can

be seen as not communicated clearly. Meanwhile, clear writing will not allow a weak study to be produced, uncertain. Writing that is poorly written could cause disapproval of a study. Writing clearly begins with choosing an easy language to make sure that the reader is able to understand the message in the research. A smart medical writer tries to avoid using complicated language especially in scientific writing, so it does not lead to confusion (Nugent 2015).

Credibility

Credibility is crucial in medical writing being the fifth quality of skillful writing. Thoughtful preparation means considering what to write before starting planning to make sure that the content is presented correctly and in a formal format. A good writer must collect reliable information that should come from a trustworthy source, relevant, and believable. When the research is credible, it will create a great bond between the reader and the writer. This leads to the audience relying on and acting on the knowledge they received. This improves the credibility of the writer and their work. Writers can build their credibility by doing these, presenting proof in your research is a way of providing authenticity. Examples of credibility are quotes, facts, graphs, and charts. Supporting your statements in your writing will be helpful for the audience while studying the subject. By offering facts the audience will be satisfied that you have a great knowledge about the subject. Another crucial point is that being honest and sincere, nobody likes to be lied to, lying in your research paper can make you lose your credibility. Being truthful with what you state will build up your honesty. Being trustworthy with your words will attract an audience that will become your daily purchaser (Kimonyi,2020).

Proper Research

Proper research means you have to include evidence in your writing. for example, collecting and analyzing data from multiple sources, like books, authentic websites, and educational journals. This research must be well structured and planned, with understandable research questions. Mover over proper research involves using suitable methods for research, such as reports and surveys to gather and classify data. The outcome of the research paper should be described clearly and

honestly. Appropriate research is needed in presenting credible and accurate information that will be used to instruct decision making and improve knowledge in specialized fields.

Word Choice

Careful word choice can have a huge effect on good medical writing. Selecting suitable words while writing a document is important for a great accomplishment. When you start writing a document, there will be a range of choices that you need to be careful of while picking your vocabulary. It must express the idea you want to communicate, and it should be clear on how you will place these words. An effective word choice develops an easier understanding of the idea. It gives clear explanations and expands on concepts. There are some common mistakes a writer can make while choosing words. For instance, using complex words instead of easy ones. Can cause difficulty for the reader to understand the writing. However, using easy simple words and understandable language is preferred. Furthermore, using words that do not have any significance, or associations, with the topic. Might have negative connections which can get into the readers and influence how they receive the message.

Active Voice

Expertise in medical writing uses an active voice in their research papers. The use of an active voice can be helpful to the readers, and they can take information perfectly. In general, people talk with one another using an active voice in everyday living. As a result, the audience has the ability to understand what the author wrote in an active voice smoothly. The purpose of active voice is to make sure that you create a general understanding of the topic. Medical writing or any kind of writing. Has a certain goal which is arguing for people to take a particular action, and reproducing research that confirms integrity. It should be expressed in a way that is easy to understand.

Accuracy

Accuracy is necessary for medical writing. A minor mistake in research report can provoke a rush of written communication to the editor showing out your wrongs. Accuracy in medical writing can

be better achieved through steps to be followed for better and accurate information provided to the audience. One of those steps, all information used to write medical research reports is linked to a reliable source. The aim of the source is to ensure the reader has trust in the information shared. When the article consists of scientific sources and citations the reader tends to return for further information and trust is built.

Being Factual

A medical writer requires a set of qualities, one of them is being factual. This means the ability to demonstrate in his writing the interpretation of the researched data and topic to the readers in a way the readers will understand. The factual writer aims to present well-structured high-level information to the target readers. This can be achieved after the writer fully understands the concepts of the medical ideas and theories. Moreover, the factual writer must have a clear linked source of information for a brief and clear report.

Conclusion

In conclusion, medical writing has a variety of aspects to be discovered based on the available facts. The challenge of medical writing can be overcome by having good characteristics. Those good characteristics will evolve with time. Leading to the best outcomes of reports and research to the audience. Allowing trust and confidence of the readers to the medical writer publication.

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