

# What is academic writing

**Лекция № 2 (11)**

**Панкова Т Н**

Writing is a skill that is required in many contexts throughout life. However, academic writing does many of the things that personal writing does not: it has its own set of rules and practices.

- These rules and practices may be organised around a formal order or structure in which to present ideas, in addition to ensuring that ideas are supported by author citations in the literature.
- In contrast to personal writing contexts, academic writing is different because it deals with the underlying theories and causes governing processes and practices in everyday life, as well as exploring alternative explanations for these events.
- Academic writing follows a particular 'tone' and adheres to traditional conventions of punctuation, grammar, and spelling.

# Writing Stages

- Planning Essays
- Organising Paragraphs
- Organising the Main Body
- Introductions
- Conclusions
- Rewriting and Proof-reading

# ELEMENTS OF WRITING

- Argument
- Cause and Effect
- Cohesion
- Comparison
- Definitions
- Discussion
- Examples
- Generalisations
- Numbers
- Opening Paragraphs
- References and Quotations
- Restatement and Repetition
- Style
- Synonyms
- Variation in Sentence Length
- Visual Information

# ELEMENTS OF WRITING

- This may be partly true, but. . .
- Flooding results from heavy rain
- The former. . ., while the latter. . .
- His work is more interesting than hers
- An assignment is a task given to students
- Benefits and drawbacks
- Many departments, for instance medicine,
- Computers are useful machines
- The figures in the report. . .
- In recent years the internet has. . .
- As Donner (1997) pointed out. . .
- In other words. . .
- Precise, semi-formal, impersonal and objective
- Interpretation/explanation
- Long vs. short sentences
- Graphs, charts and tables

# WRITING MODELS

**1** Formal Letters

**2** CVs

**3** Reporting and Designing Surveys

**4** Taking Ideas from Sources

**5** Comparison Essay

**6** Discussion Essay

- Letter layout and letters of application
- Layout and phrasing of a curriculum vitae
- Questionnaire design and survey reports
- The note-making and paraphrasing process
- A comparison of classroom learning with internet-based teaching
- Education is the most important factor in national development – Discuss

# Formal Letters

## **Label the following features of formal letters.**

- (...) Date
- (...) Ending
- (...) Request for response
- (...) Greetings
- (...) Address of recipient
- (...) Address of sender
- (...) Further details
- (...) Reason for writing
- (...) Sender's reference
- (...) Subject headline
- (...) Signature
- (...) Writer's name and title

## Note the following points.

- a) When writing to somebody whose name you do not know, e.g. The Manager, use *Dear Sir* and *Yours faithfully*.
- b) A formal letter generally uses the family name in the greeting (*Dear Ms Tan*). Certain organisations may, however, use a first name with a family name or even a first name alone (*Dear Jane Tan/Dear Jane*).
- c) If the sender includes a reference it is helpful to quote it in your reply.



# CVs

- **CV stands for curriculum vitae (also known as a résumé). A CV is a summary of your education and work experience, often requested by prospective employers. Most professionals store their CVs electronically so that they can be updated when necessary.**
- **There is considerable debate about the format of CVs, and much depends on your experience and the area you are working in. The example given below is relatively short, as would be expected for a recent graduate.**

- **Sarah Ann Atkins**
- **DOB 19.6.80**
- **Email: saatkins@virgin.net**
- *Career aim*
- To develop my experience in marketing in a senior managerial role, using my knowledge of European languages.
- *Career history*
- 2004–present **Marketing Assistant, Eastern Foods, Derby**
- In my current post I am part of a team involved in marketing our products throughout the UK. I have helped organise several campaigns and given presentations in connection with these.
- 2000–1 **English Teacher, Montpellier, France**
- During my year abroad I taught English at a school in Montpellier, which not only helped strengthen my French but also gave me valuable lessons in self-reliance.
- *Academic qualifications*
- 2004 **MBA** (Rowborough University Business School)
- 2003 **BA** (Hons) 2:1 in European Languages (University of Leeds) with distinction in spoken French
- *Skills*
- Languages: knowledge of Spanish and French (advanced)/Italian (good)
- ICT: competence with the following applications:
- Word, Excel, Powerpoint

## **NB**

- a) The above format is only one possibility and it is worth looking at other CVs to compare layouts.
- b) Your address and phone number should be in your covering letter, not on the CV.
- c) List qualifications and experience in reverse chronological order, starting with the most recent. Prospective employers are mainly interested in your latest achievements.
- d) Do not clutter the CV with details of hobbies which are irrelevant to the job you are applying for. Similarly, your early education is unimportant.
- e) Do not just give job titles but explain in detail what you did.
- f) Only give references if asked to do so.

**Prepare a CV for yourself.  
First make notes of all the  
important information (with  
dates), using similar headings to  
those in the example above.  
Then organise it as clearly as  
possible.  
U have 5 min.**

# Reporting and Designing Surveys

**Surveys, in which people are asked questions about their opinions or behaviour, are a common feature of academic work, especially in fields such as education, psychology and social sciences.**

**What are the reasons for carrying out surveys? List your ideas.**

- **Study the report of a survey carried out on a university campus.**
- **Complete the report by inserting suitable words below into the gaps.**

sample conducted slightly respondents  
random questions majority questioned  
mentioned interviewees common questionnaire  
generally minority

- STUDENT EXPERIENCE OF PART-TIME WORK

## *Introduction*

With the introduction of course fees and the related increase in student debt, more students are finding it necessary to work part-time. The survey was a) . . . . .  
. . . . . to find out how this work affects student life and study. The research was done by asking students selected at b) . . . . . on the campus to complete a c) . . . . . (see Appendix 1). Fifty students were d) . . . . . on Saturday April 23rd, with approximately equal numbers of male and female students.

## ***Findings***

Of the e) . . . . ., 30% currently had part-time jobs, 20% had had part-time jobs, but half had never done any work during university semesters (see Table 1). f) . . . . . who were working or who had worked were next asked about the reasons for taking the jobs. The most common reason was lack of money (56%), but many students said that they found the work useful experience (32%) and others g) . . . . . social benefits (12%).



# Comparison Essay

**COMPARE CLASSROOM  
LEARNING WITH  
INTERNETBASED  
TEACHING.**

**IS THE LATTER LIKELY TO  
REPLACE THE FORMER?**

## Discussion Essay

**EDUCATION IS THE  
MOST IMPORTANT  
FACTOR IN NATIONAL  
DEVELOPMENT.**

# DID U HAVE...

- A. The impact of education
- B. Discussion/example
- C. Introduction – aims and overview
- D. Conclusion
- E. Other factors
- F. Introduction – definitions
- G. Limits of education

# Background to Writing

- **notes** to record reading or lectures
- **report** to describe something a student has conducted, e.g. an  
experiment/a survey 1,000–2,000
- **project** research conducted either individually or in group on subject chosen by student(s) 1,000–3,000
- **essay** piece of writing used to assess coursework/subject chosen by teacher 1,000–5,000
- **thesis/dissertation** long piece of writing on subject chosen by student for final assessment in Master's/PhD course 30,000–70,000
- **article/paper** writing published in academic journal 5,000–10,000

# Sample plan

- **Title** Evaluate the effects of mergers in the motor industry in the last ten years
- **Introduction** definition of *merger*  
background to motor industry outline of essay
- **Main body** case studies of two mergers  
discussion of benefits of each merger
- **Conclusion** summary of findings: value of mergers depends on quality of management in merged firm

THANKS!

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