

ACADEMIC WRITING



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Content

- Introduction to academic writing
- Characteristics of academic writing
- Academic honesty and plagiarism
- Paraphrasing
- Constructing an academic paragraph
- Constructing an academic assignments
- Harvard reference style (in-text and end-text)

Overview of Academic Writing

- Purpose of writing an academic assignment
- Written for a specific set of audience
- Building arguments and analysis
- clear structure
- formal language

Characteristics of Academic Writing

- correct grammar and punctuation
- Clear structure
- An objective
- cautious language
- Avoid **subjective** language and should be **objective** language
- Be **precise** and **concise**
- Use linking words
- Uses correct referencing
- Clear language
- Formal writing style



Formal Writing



Informal Writing



Emo Writing

Formal Writing Style

- Do not use texting language

- **Avoid etc. e.x. %. i.e.,**



- Always spell out words in academic writing like:

- **For an example, percent, that is.....**



Always spell out words in academic assignment.

- Do not use

Can't, Won't, Isn't, Shouldn't





- Use


Cannot, Would not, Is not, Should not



Academic Language

First party language	I, Me, Mine, We, Us, Ours	
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Third party language	This report The researcher It could be The results	
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Second party language	He, She, His, Hers, They, Them	
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Avoid colloquialisms and idioms

- Colloquial sentence

- The students reported that they **got better** after the treatment



- Formal sentence

- The students reported that their health **improved** after the treatment.



Achieving clarity and accuracy

- Use **British spelling** conventions:

Eg: Organisation behaviour, colour, analyse.



Avoid **US spellings**

Eg: Organization, behavior, color and analyze

Avoid **emotive** sentences.



Avoid using two or more words with the same meaning



Be Original

Providing Evidence



academic Honesty



Plagiarism

Providing Evidence

- Unlike other forms of writing, **all claims made in academic writing must be backed up by evidence**
- All the justification, claims and arguments made must be backed up with **references**.

Academic Honesty

- If you understand the reasons for referencing it is evident why **you should not pass off work of others as your own**.
- Failing to reference appropriately could result in your assessors thinking you are guilty of **plagiarism** – the act of using somebody else's work or ideas as your own.

Plagiarism

- the practice of taking someone else's work or ideas and passing them off as one's own
- In academic work plagiarism can be a **serious offence.**

Characteristics of Plagiarism

- Copying information from any source **without acknowledging the real author**
- The failure to properly acknowledge the use of another person's work, or submitting for assessment material that is not the student's own work
- Using someone else's words **exactly without indicating that it is a direct quote** and including the reference.
- Using more or less the **same words as another writer** even if you acknowledge their work.
- **Forming an essay** - Downloading chunks of text from the Internet, books or journals and putting them together.

Characteristics of Plagiarism

- **Collusion** - allowing another person to gain advantage by copying one's
- Submitting work written for you by another person (**Outsourcing**/ Submitting work written by someone else as your own)

How to avoid Plagiarism

- **Summarising**
- **paraphrasing**
- **Reference** (In text and end text)



Paraphrasing

- A paraphrase is a restatement or rewording of a paragraph or text, in order to borrow, clarify, or expand on information without plagiarizing.
- paraphrasing does not aim to shorten the length of a text, merely to restate it.
- Essential information and ideas expressed by someone else, presented in a new form by you.

Paraphrasing

- For example:

“She angered me with her inappropriate comments, rumor-spreading, and disrespectfulness at the formal dinner table.”

- **Could be paraphrased as:**

1) She made me angry when she was rude at dinner

2) Her impoliteness, gossiping, and general lack of respect at dinner infuriated me.

3) I was mad when she started spreading rumors, making inappropriate comments, and disrespecting other guests at our dinner.

Activity - Paraphrase

- “Thus we can define **leadership** as the ability to **inspire confidence** and support among the people who are needed to achieve organizational goals”



Plagiarism and paraphrasing

- There is a fine line between plagiarism and paraphrasing. If the wording of the paraphrase is too close to the wording of the original content, then it is plagiarism. The main ideas need to come through, but the wording has to be your own.
- To use another person's writing in your own can be accomplished with quotes and citations. A quote will need to be the exact wording and the author and source will need to be identified.
- Paraphrasing usually makes the passage shorter than the original. Another option is to use a summary that is much shorter than the original and is an overview of the main points



Referencing

- Referencing is a standardised method of formatting the information sources you have used in your assignments or written work.
- Any given referencing style serves two purposes:
 - acknowledges the source
 - allows the reader to trace the source
- **In-text citation** (within sentences) and **end-text citation** (reference list) should be provided
- Tables, charts and figures must be backed with references.

Types of Information to Reference

- Thoughts
- ideas
- definitions
- theories
- Research
- Statistics

- Common knowledge need not to be referenced.

Credibility of the sources

- **Accepted materials to reference**

- Journals,
- Newspaper articles,
- Government reports,
- Books (Physical and google books)



- **Materials that are strictly prohibited to reference are**

- Wikipedia, Investopedia
- Business Dictionary
- Blogs
- General websites
- Slideshare.com
- Mind tools



Direct Quote

- A direct quotation is a report of the exact words of an author or speaker.
- **90 %** of your paragraphs should be **paraphrased**
- **10%** of the word count can be **direct quotes**.

Rules of Direct Quote

- Direct quotes should not exceed **40 words** each.
- Unlike an Indirect quotation, a direct quotation is placed inside **quotation mark**
- You cannot have direct quote one after another
- Need to give the **page number** in the in text citation.

Types of Academic Assignments

- reports
- Brief paper
- Proposals and projects
- Dissertations



Structure of an academic assignment

1. **Introduction**
2. **Main body** (argument)
3. **Conclusion**
4. **Referencing** (in-text citation and end-text citation/reference list)

Academic Paragraphs

- **Divide** your text into **meaningful paragraphs**. This makes it **easier for you to develop your argument**, and for the reader to follow it.
- **keep one idea to one paragraph.**
- The **idea or topic** is often introduced in the opening sentence.
- You can also have **several points in a single paragraph** as long as **they relate to the overall topic of the paragraph**
- The rest of the paragraph is then used to **give examples, evidence, definitions and further explanations of the idea/topic.**
- **Avoid paragraphs of just one or two sentences.**

Coherence



- **Coherence** in writing is the "logical glue" that allows readers to move easily and clearly from one idea to the next.
- To **achieve coherence**, writers usually turn to **linking words** and phrases.
- The sentences in a paragraph and paragraphs in the assignment should be linked with each other.

Linking Words

Adding	Contrasting	Expressing cause / reason
<p>*and as well as besides Moreover, Furthermore, What is more, In addition, not only but also another point is that</p> <p><u>relative clauses</u> who where that ,which whose to whom when</p>	<p>*but However, Although despite In spite of Nevertheless, On the contrary, on the one hand on the other hand, whereas while In contrast,</p>	<p>because as since As a result, This is why because of Due to Owing to For this reason,</p> <p><u>Expressing effect / result</u> *so Therefore Thus Consequently,</p>
Narration		
<p>First (of all) At first At the beginning In the beginning then next Before After After that afterwards When While during Soon prior to</p>	<p>immediately Once Suddenly As soon as No sooner...than Hardly...when Finally Eventually At the end In the end At last To begin with, until</p>	<p>to so as to in order to so that</p> <p><u>Expressing opinion</u> I would say that In my opinion, I think (that) I believe (that) Personally Apparently,</p>
<p>Giving examples</p> <p>for example, for instance, this includes such as e.g. (for example) i.e. (that is)</p>	<p>Summing up/concluding</p> <p>All in all overall generally In conclusion, on the whole To sum up,</p>	<p>Emphasis</p> <p>especially particularly Naturally, exactly because above all The more</p>

Understanding the Assignment

Types of writers...



How to Start an assignment

- Understand essay title/requirements
- Assess reading texts – choose most suitable/ Select the relevant areas
- Make notes on relevant areas, using paraphrasing and summarising skills
- Combine a variety of sources where necessary
- Select suitable structure for essay – make plan
- Organise and write main body
- Organise and write introduction
- Organise and write conclusion
- Critically read and rewrite where necessary
- Final proof-reading

The Elements of a Good Paper

1.0 Introduction	pg. 4
2.0 Defining Leadership	pg. 4
2.1 Leadership Perspectives	pg. 5
2.2 Models of Leadership	pg. 5
2.2.1 Transformational Leadership	pg. 8
2.2.2 Transactional Leadership	pg.10
3.0 Evaluating Personal Leadership Styles	pg.12
3.1 Leadership Strengths and Weaknesses	pg.12
3.2 Leadership Development Areas	pg.13
4.0 Conclusion	pg.14
5.0 Recommendations	pg.14
Reference List	pg.16
Bibliography	pg.17
Appendix 1	pg.18
Appendix 2	pg.19

Structure of an Assignment

Almost all essays, reports and articles have the

same basic pattern.

- Introduction
- Main body
- Conclusion

Introduction (10% of word count)

- **Sets the scene** – Define the topic/ key terms
- **Purpose of the report** – Need to mention the main reason of the author doing the report.
- **Signposting** - It is really important that the introduction tells the reader where the essay will be going, so mention what is going to come up in the essay

Main Text/Body (80% of word count)

- The **Main Text** includes a **critical review of the literature.**
- Most assignments ask for theory to be **related to a real organisation.**
- **Information on practical examples should be linked back to theory and state if it is supported or not.**

Conclusion (10% of word count)

The Conclusion should give the reader the clear impression that the purposes of the assignment have been achieved.

It includes:

The purpose of the report (achieved or not)

- A summary of the main points
- Concluding statements
- Author's Perception on the assignment.

The Introduction and Conclusion must link together

Referencing

- A reference list should always be included after the conclusion
- All the in text included in the assignment should have an end-text (references)
- The reference list should include full detail of the source.
- It should be in alphabetical order by author with all the different types of material in one sequence

Sample : Assessment Requirement

- Total word count 4,000
- Part 1: **Critically evaluate** the concept of **change management** (50%)
- Part 2: **Compare and contrast** the concept of change management to an organisation you are familiar with and make **recommendations** (50%)

Sample : Introduction based on the assessment

Change management can be defined as a process of learning, where past is analysed and assist to achieve the desired future by implementing appropriate actions (Edmonds, 2011; Chater, 2007; Huczynski, 2007). The purpose of this report is to analyse the impact of organisational change on reviewing contemporary management practices related to the case study organisation. However, change management was not successful at the case study in earlier days and if this situation continues, the survival of the organisation is at risk; which implies need for change. Additionally, organisational change is an essential area to be studied since the environment is dynamic and being prepared to face them is vital. Therefore, firstly this report presents literature review on organisational change and change management. Secondly, this report analyses the case study organisation against the literature review and identifies the strengths and weakness within the organisation. Finally, this report seeks to provide the recommendation for the identified issues and comprehensive action plan is attached in the appendix A.

Sample Main Body

The main advantage of the three step model is that the managers can make radical or major changes within the organisation and it helps to minimise the disruption of operations (Young, 2009). **In contrast**, human feeling is not addressed in the model which might cause resistance after the stage of implementation (Gardner and Ash, 2003). In spite of this, the model makes sure whether the change is adapted permanently or temporarily (Haddad and Kotnour, 2015). **Yet, this model cannot be used in an emergency situation (Banks, 2010).** **However**, the three phase model provides an idea to the change agent about implementing and practicing change; since, change will only be effective if people start embracing it (Sikdar and Payyazhi, 2014). **Criticising this, the theory finds difficult to freeze a planned change and completely ignores the role of power and the politics within the organisations (Adams and McNicholas, 2007).** **On the other hand**, Lewin's change management model helps to communicate the current state and the end state to the key stakeholders involved in the change process (Burnes, 1996). **Disagreeing to this**, Lewin's change model is relevant only for incremental and unique change projects (Bamford and Forrester, 2003). Analysed next is force field analysis which is another model of Kurt Lewin.

Sample Conclusion

The purpose of this report was to identify the significance of change management in contemporary organisation. To achieve that, this report critically reviewed the concepts of organisational change, change management, drivers of change, types of change, approaches of change, models of change management, resistance to change and ways of overcoming and at last, importance of leadership in change management. Subsequently, Energy Co the case study organisation, which operates across UK is analysed against the different literature and framework. Moreover, the author used force field analysis as a tool to identify the key strengths and weaknesses of the organisation. Finally, recommendations are provided to the identified issues followed by the comprehensive action plan which is annexed in appendix A to achieve the organisational mission of becoming national leader in energy and power services. To conclude with, the author understood the importance of change management in contemporary organisations. Additionally, she identified the causes of resistance and importance of managing resistance to change since it is natural and unavoidable. Therefore, undoubtedly change management is an integral part of organisational survival (Chater, 2007).

Proof Reading

- Punctuation
- Spellings
- British English
- Grammar
- Syntax
- Lack of Vocabulary
- Abbreviations
- Typing errors



Language

Proof Reading

- Line Spacing
- Margin
- Spaces



Layout

- Pages
- Section/ Headings
- Figures/ Tables



Numbering

The image features a white background with decorative floral elements. In the top-left and bottom-right corners, there are clusters of pink flowers with red centers and green leaves. The text "Thank you!" is centered in a black, cursive font.

Thank you!