

Main aspects of academic/ scientific writing

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What are the key components of effective writing skills?

- Ability to concisely summarise a complex, detailed argument in the space available
- Persuasively construct and argument
- Ability to incorporate philosophical assumptions into writing style
- Integrate literature review
- Balance between description and analysis
- Communicate effectively with your target audience

Characteristics of Research

- Testing of a theory
- Maximises 'objectivity'
- Uncovers patterns of social and behavioural phenomena of subjects
- Allows for re-testing of findings by other/ similar research
- Data facilitates the conclusion
- Rules are applied for data collection and analysis

What is Research?

- An investigation or exploration of a question or problem
- Knowledge production through a combination of tools and techniques
- Process of discovering new knowledge
- Process of integrating discovered knowledge with current knowledge
- Linked or contributes to theory building or theoretical framework

What do I need to know as a student?

- to read and understand empirical literature
- to design and implement your research
- to actively participate in research activities and projects
- to understand knowledge, data and information

Writing skills required in relation to...

- Layout and format
- Structure
 - Chapters (Chapter headings)
 - Sub-headings (progressively numbered – 1.1, 1.2, 1.3...)
- Content and style
- Referencing
- Grammar, syntax, spelling, punctuation

Layout and format

- Font and font size (12 Times New Roman)
- Spacing (1.5)
- Figures and tables
- Word limit

Recommended structure

- Title page
- Abstract/ Executive summary
- Table of Contents and list of abbreviations
- Chapter 1: Introduction (motivation for the study, aim, objectives, hypotheses, chapter outline)
- Chapter 2: Literature review
- Chapter 3: Background to the case study
- Chapter 4: Methodology
- Chapter 5: Data analysis
- Chapter 6: Recommendations and conclusions
- References
- Appendixes

Style

- First or third person
- Active or passive voice
- Tense
 - Be consistent

Content

- Structure your content
- Provide evidence for your arguments and claims
- Bridge ideas, sections and chapters

Plagiarism

- Plagiarism is a serious form of academic misconduct (see university policy!).
- Acknowledge all sources.
- **JUST DO NOT DO IT!**

Purpose of summarising/ paraphrasing

- to capture the essence on an idea/ issue/ concern
- to highlight important points from a text/ article
- to resist quoting directly – writing in your own words
- to be sure to avoid plagiarism

Be careful of...

- Leaps in logic
- Overgeneralisations
- Dualism or false dichotomies
- Factual errors
- Clumsy paragraphs (focus on one main idea, topic sentence, link to next paragraph/ section for continuity)
- Tautologies (actual fact, close proximity, reason why...)
- Using slang/ colloquialisms/ hyperboles/ jargon (eg. kind of, fantastic, genuine experience, etc.)
- Lack of coherence and cohesion
- Creeping incrementalism