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# TIPS WHEN YOU WRITE

# OVERVIEW OF ACADEMIC WRITING

## Definition

- ✘ **Writing** is the representation of language in a textual **medium** through the use of signs or symbols.
- ✘ **Good writing** is a writing that expresses a clear point, is tightly structured, grammatically and syntactically correct, substantive, and interesting.

# JUST BE **COOL** WHEN YOU WRITE

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- × Be **C**ORRECT
- × Be **C**ONCISE
- × Be **C**ONSISTENT
- × Be **C**LEAR

# **CORRECT (PRECISE)**

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- **Never fabricate data**
- **Recipes must be complete**



# CONCISE (BRIEF)

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- Short & sharp
- No *fat* sentence

# **CONSISTENT (UNIFORM)**

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- **Referencing**
- **Units of measurements**
- **Numbering of sections/sub-sections**

# CLEAR (LOGICAL)

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- ✘ Clarity of direction
- ✘ No weak sentences, ambiguity or needless complexity

# EXPECTATIONS

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- ✘ **Clarity, structure and quality of writing – does it communicate well?**
- ✘ **Sound, logical progression of argument**
- ✘ **Theoretical and practical implications (the ‘so what’ factors!)**
- ✘ **Recency and relevance of references**



# MISTAKES IN WRITING

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- ✘ English Grammar And Use Is Unacceptable
- ✘ Extremely Difficult To Read
- ✘ The Level Of English Throughout Your Report Does Not Meet The Required Standard
- ✘ Strongly Advise You To Consult A Professional Language Editing Service
- ✘ Does Not Supply A Great Deal Of "New" Information Or A "Novel Approach" To The Field

# MISTAKES IN WRITING

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- ✘ Failed The Initial Formal Technical Criteria Assessment
- ✘ We Do Not Feel That The Literature Review Or Data Provided Fits Well With The Objectives
- ✘ Does Not Fit Under The Aims And Scope Of Your Study
- ✘ Methodology And Sampling Strategy Was Not Fully And Concisely Described