**ENG2 A03 WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS**
**2019 ADMISSION**

equipping with excellence

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CPA COLLEGE OF GLOBAL STUDIES

## *CPA College of Global Studies, Puthanathani*

| COURSE CODE | ENG2 A03 |
| --- | --- |
| TITLE OF THE COURSE | WRITING FOR ACADEMICAND PROFESSIONAL SCCESS |
| SEMESTER IN WHICH THE COURSE TO BE TAUGHT | 2 |
| NO. OF CREDITS | 3 |
| NO. OF CONTACT HOURS | 72 (4hrs/wk) |

**OBJECTIVES OF THE COURSE**

- To develop writing skills, to learn to integrate writing and thought and to apply the conventions of academic writing correctly.
- To acquire the correct sense of format, syntax, grammar, punctuation and spelling.
- To acquire concepts, principles and vocabulary of reasoning and argumentation and use, analysis, synthesis and evaluation to advance arguments.
- To gain an understanding od discourse conventions  ranging from structure and paragraphing to tone and mechanics

**COURSE DETAILS**

Unit -1:      Introduction to Academic Writing

Unit II:      Genres and Types of Academic Writing

Unit III:     The Process of Writing

Unit IV:     Elements of Writing

Unit V:      Vocabulary and Grammar for Academic Writing

Unit VI:     Mechanics and Conventions of Writing

Unit VII:    Writing for Professional Purposes I

Unit VIII   Writing for Professional Purposes II

# Unit 1: Introduction to Academic Writing

**What is Academic Writing?**

- Generally, refers to all writing tasks assigned to students for the purpose of study at thecollege level i.e., writing tasks assigned to students at college/university is referred to as academic writing.
- Academic writing is formal and follows a well-defined pattern.
- Academic writing is a serious and formal way of writing. It is different from creative writing and various other informal and fictional writing. An academic writer expected to be objective.
- Students, teachers and researchers who engage in academic writing at college or university are called 'scholars' or 'academicians' and their writing is described as 'scholarly writing'.

**Prerequisites for learning academic writing**

- Academic writing is to be understood as higher order of writing skill. It is apparent that to learn academic writing one should possess basic skills to use writing for communication. The following are the prerequisites for learning academic writing.
1. Start free writing: Write continuously without worrying about the correctness, grammar mistakes, or logical order. You need to encourage yourself to write something.
2. Keep a journal: Make it a habit to write something in a notebook specifically meant for the purpose. Keeping a personal journal can be used as a practice for developing academic writing as well.
3. Reading and writing: Reading is an important prerequisite for aspiring writers. If you take into account others' opinions and findings it will help you to improve your writing skill.
4. Think critically: It is a process of inspecting something closely and reflecting on it. Writing and thinking are complementing each other; that is, thinking will refine your writings and writing will strengthen your thoughts.
5. Develop research skills: Developing research skills will help you to find out and make use of the sources of information.
6. Learn language of your discipline: To write on your discipline you need to get a systematic initiation into the fundamentals of your discipline. The fundamentals include the key words and phrases frequently used in that discipline.

**Distinctive features of academic and non-academic writings.**

| Academic Writing | Non-Academic Writing |
| --- | --- |
| Formal language, use technical and formal vocabulary | Simple language, use informal phrases and slangs |
| Signal words to indicate organizational pattern of the work. | Language use suitable for a larger audience |
| Formal introductory paragraph containing statement | Short introduction , suiting the subject a thesis matter of the work. |
| Body paragraphs are long | Main body paragraphs are shorter |
| Referencing | No referencing |
| Tables | No tables and figures |
| Author's stand on the issue raised in the essay, but without expressions like 'I think', 'In my view' | Author expresses opinion directly as 'I' |

**Blind peer reviewing**

- A paper submitted by a scholar for publication to a journal is sent to other scholars (reviewers) by the editor of the journal without the names and other details of the writer. The reviewers read the paper and determine if the paper is worth publishing.The identity of the reviewers is never disclosed to the author of the paper.

**Plagiarism**

- Plagiarism is an act of stealing others' material as one's own. It is an unethical act, aserious offence, and is treated as a breach of academic integrity.
- The easiest way to avoid plagiarism is to distinguish your ideas from the ideas of others in your paper. That is, every idea borrowed from others need to be acknowledged in the text of your paper by separating them using quotation marks andproviding the details of the sources.

**Honor Code**

- Honor code is like a pledge taken by students to the effect that they will uphold academic integrity and ethical behaviour and will not engage in any kind of cheating,stealing and misrepresentation
- Writer of an academic paper is expected to adhere to certain basic ethics and theyhave to conduct themselves in a responsible manner. Some universities make it mandatory for all students to sign an agreement called 'honor code' at the time ofenrolling for academic programmes.

# UNIT 2: GENRES AND TYPES OF ACADEMIC WRITING

- The genres of academic writing include essays, research papers, book review, textual analysis, case study, literature review, project report, proposals and dissertation/ thesis.

## Essays

- An academic essay is written to answer a question, or to defend an argument or opinion on a topic with supporting evidence.
- Most academies use essays to assess student's progress. In examinations essay writing is an important component.
- It is important to note that understanding the meaning of the instructional words (like 'what', 'why', 'examine', 'discuss', 'analyse', 'assess', 'compare', 'contrast', 'define', 'discuss', 'illustrate'.) are crucial in determining the right type of essay.
- A five paragraph is considered as the simplest format of an essay. It consists of an introduction, three body paragraphs, and a conclusion.
- A five paragraph essay usually divides the topic into three main points and they are presented in the three body paragraphs in the order of their importance.

## Research paper / Article

- The research paper remains the most common writing assignment on college campuses. A research paper is a piece of academic writing that provides analysis, interpretation, and argument based on in-depth independent research.
- Research papers are similar to academic essays, but they are usually longer and more detailed assignments, designed to assess not only your writing skills but also your skills in scholarly research. Writing a research paper requires you to demonstrate a strong knowledge of your topic, engage with a variety of sources, and make an original contribution to the debate.
- A research paper provides detailed information on a topic through different sections like literature review, methodology, discussion and conclusion. It is usually longer than an essay.

- Research papers are strictly following certain styles of presenting sources and evidence to support the arguments or findings of the paper.
- The most popular documentation style in subjects under humanities is MLA (Modern Language Association) style; whereas in social science, research scholars usually follow APA (American Psychology Association) style.

## Proposals

- An academic proposal is the first step in producing a thesis or major project. Its intent is to convince a supervisor or academic committee that your topic and approach are sound, so that you gain approval to proceed with the actual research.
- A proposal is what you present to explain objectives, purpose, methodology, and detailed plan of a project you are wishing to undertake. If you are planning to write a book your publisher may ask you for a proposal.
- The main purpose of proposal writing is to demonstrate your ability to plan for a future action. Through your writing you need to convince the person concerned to accept your plan of action.
- The following elements are common in most of the proposals: Cover letter, title page, objectives, introduction – explaining background and significance of the project, methodology, detailed plan of action, and availability of resources, proposed budgets and references.

## Case study

- The word 'case' in case study refers to an individual situation. Case studies can be used in a variety of fields including psychology, medicine, education, anthropology, political science, and social work.
- A case study is an in-depth study of one person, group, or event within a real world context. For example, case studies in medicine may focus on an individual patient or ailment; case studies in business might cover a particular firm's strategy or a broader market
- Case study is at the same time an approach to writing and a method of study. Case studies are good for describing, comparing, evaluating and understanding different aspects of a research problem.

- The main skill involved in case study are problem solving, critical thinking and writing. The steps involved in writing the case study include, describing the situation, identifying the issues to be resolved, analysing the case using the theories and approaches relevant to the discipline, and giving recommendations to solve problem in the best possible way.
- In a case study, nearly every aspect of the subject's life and history is analysed to seek patterns and causes of behaviour.
- There is no standard format or set patterns in case study writing. Still, the following sections are commonly found in case studies: Introduction, Objectives, Background / History, Methodology, Review of literature, Results, Discussions, Recommendations, and conclusion.

## Review of literature

- A review of literature attempts to look at previous writings with a critical eye, often finding out the methodological and other shortcomings of a work reviewed.
- Literature review is an important component in a research paper.
- It is the summary of relevant previous writing on the topic under discussion. It is a survey of books, journal articles, and other formal writings on the topic.
- The main purpose of review of literature is to display your knowledge of the subject.
- A review of literature is expected to cover the broad area of research of the topic. Special attention is given to review the most recent writing available on the topic.
- It attempts to look at previous writing with a critical eye and uses techniques of referencing to indicate details of works reviewed.

## Dissertations / Theses

- Dissertations or theses are reports of research work carried out by scholars. A doctoral thesis or dissertation is usually lengthier compared to a masters project.
- The words dissertation and thesis are often used interchangeably to refer to the mandatory final projects in certain academic programmes. The names are used in different ways in different places.

- In the United States, a thesis is the final project of master's degree, and dissertation is submitted for a doctoral degree, whereas, in the United Kingdom a thesis is submitted for a doctoral degree, and a dissertation for a master's project.
- The structure followed in both is similar, although there are differences in the number of pages.

**Approaches to Academic Writing**

- There are various approaches to academic writing. They are expository, descriptive, persuasive, analytical, critical/evaluative and narrative/reflective.
- The key feature of **explanatory approach** is to explain, inform, define or describe a subject. It focuses on facts and figures rather than opinion and arguments.
- In **descriptive approach** the writer uses visual words and descriptions.
- **Persuasive approach** aims to convince readers to accept the writer's point of view. It focuses in presentation of facts, arguments and findings in a logical manner.
- **Analytical approach** mainly contains elements of exposition, persuasion and description. It focuses on organizing facts or information into categories, groups, parts, types or relationships. It provides possible situations and alternative responses; and compares and contrasts.
- **Critical/evaluative approach** aims at evaluating the merits of an existing work and provides alternatives. E.g. critique of a journal article. It brings out the strength and weaknesses of an existing research. It presents more than one point of view including the writer's view.
- In **narrative or reflective approach** the writer presents a story, personal experience and ideas through narration. It often gives life experiences of the writer as a model for learning or realizations. It can be written in first person, and engages the reader by the use of first person.

**Rhetorical Modes in Writing**

| Rhetorical Modes | Key functions |
|---|---|
| Narration | Recounting events |
| Description | To describe/ portray people, things and places |

| Illustration or exemplification | Explaining with illustrations/ examples. |
|---|---|
| Division and classification | To explain categories and parts. |
| Process analysis | To explain how something works and to show how something can be done. |
| Comparison and contrast | To show similarities and differences. |
| Cause and effect | To explain using reasons and results. |
| Definition | To explain what you mean by something |
| Argumentation and persuasion | To make claims and substantiate them convincingly. |

# Unit – III

# The Process of Writing

**Features of Academic Writing**

- The most delineating features of academic writing can be described in three words: formal, objective and technical.
- An academic work is written using a formal language. That is an academic writer is not expected to use conversational, informal usages in language. Academic writing is relatively formal. In general this means that in an essay you should avoid colloquial words and expressions.
- It is objective or impersonal in tone and uses language to present views as if they are independent from the writer.
- It is technical because it is organized; it uses technical terms, words and expressions specific to a discipline.
- In academic writing, facts and figures are given precisely.
- Written language is in general objective rather than personal.
- Academic writing is well organised and well planned. It usually takes place after

research and evaluation, according to a specific purpose and plan.
- Being accurate in the use of vocabulary is another important requirement for all academic papers.
- Academic writing aims to inform, analyse, or persuade, rather than entertain.
- Academic writing draws conclusions from experience and evidence.

**The Process of Academic Writing**

- There are three major processes preceding the submission of an academic assignment. They are prewriting, writing and revising. Each of these processes involves certain steps to be followed.

i) Decide on what you want to study: The first step involves choosing a subject, find out an aspect or area within the subject to focus; and narrow down to formulate your topic. Understand the purpose and audience of your proposed work.

ii) Collect information or expert sources: The second step is to identify the sources of information, take down notes and prepare a working bibliography or list of works to be consulted or quoted.

iii) Prepare a frame work or structure to work on: The third step comprises finalizing the basic premises, key points, the organizational pattern of the work and grouping of points for paragraphs.

iv) Start writing: Drafting begins as a fourth step. Here preparing the first draft, going through the draft to ensure there are no structural and thematic inconsistencies, editing and revising the paper are the major steps involved. Language errors and use of taboo/ informal/ discriminatory words and expression are to be checked as a part of editing.

v) Prepare the final draft and submit: It is always better to keep a checklist to verify if anything important is left out, before submitting.

**Purpose and Audience in Academic Writing**

- 'Purpose' in academic writing refers to your reason for writing. Although the stated reason of an academic assignment is purely academic/educational, it serves certain social, rhetorical and career related purpose as well.
- The language of your writing, your arguments and explanations need to be convincing that your audience believes or accept your views.
- Understanding the purpose involves understanding the needs, expectations and possible biases of the audience you are addressing.

**Audience Analysis**

- Audience analysis is an important prerequisite for effective communication. Academic writing is not different in this respect. Before venturing into an academic writing assignment, you need to have a clear idea about your audience. Ask yourself:

Who am I writing for?
What do I expect my readers to know about my topic?What do
I want my readers to think about my topic? What do my
readers know about my topic?

- A clear idea about your reader and your purpose will make your writing understandable to your audience and help to satisfy their expectations.
- To persuade your audience, you may have to write in a more convincing manner with ample illustrations and substantiations.

**Importance of 'voice' in an academic work**

- There is a widespread belief that academic writers should maintain objectivity in their approaches and perspectives. That is if you are writing a persuasive piece there is a consistent attempt throughout your work to convince the reader that your views are worth considering.
- In order to make your writings more inclusive, it is better to write without reinforcing your stake in the work. So it is always better to sound neutral.

- Whatever is the voice in the text one thing is crucial: your voice in academic assignments should sound educated or well informed, sophisticated and rational. And convey your ideas in more directly and clearly.

**The Process of Writing Academic Essays**

- Essay writing is one of the most common assignment formats for college students.
- The basic aim of an essay is to answer a question through a set of paragraphs structure in a logical manner.
- An academic essay is typically structured in three types of paragraphs: an introductory paragraph, a minimum of three body paragraphs and a concluding paragraph. The first paragraph serves as introduction and the last paragraph, conclusion.
- The introductory paragraph is the first paragraph of your essay. Introduction aims at grabbing the attention of your reader and makes a few statements on background, the main ideas and outline of your essay.
- Body paragraph is the main paragraph of an essay. Each paragraph in an essay works like a links in a chain, contributing to the wholeness of the work. However paragraphs are to be written in such a way as to make them stand independent of the totality of the essay.
- Concluding paragraph is the last paragraph of the essay. You are expected to restate your thesis statement given in the introduction, summarize the points through which you explained your thesis statement in the body paragraphs and finish your essay with a concluding remark.

**Steps in Planning an Essay**

- Pre-writing, writing and revising are the major steps in planning an essay.

1. Pre-writing

Pre-writing activities are the preliminary steps before starting to write your essay.

> - Understanding the question/topic, purpose and audience.
> - Use pre- writing techniques like brainstorming, clustering/mind-mapping to list and organize your ideas.
> - If your instructor has given you a question convert the question into a topic. If the topic is given by the instructor convert the topic into a question. If only a key word is given, you are required to frame topic as well as the question.
> - Identify the sources and gather relevant materials.
> - Prepare an outline; decide the logical ordering of ideas/cluster ideas for paragraphs.
> - Identify the thesis statement.

2. Writing
➢ Frame the thesis statement and list the main points.
➢ Draft the introductory paragraph.
➢ Draft each body paragraphs with supporting points, substitution and transition.
➢ Drafts the concluding paragraph.

3. Revising
- Edit and revise your essay: check for inconsistencies, tone, use of taboo words and expressions, grammar, spelling, punctuation and referencing.

**Brainstorming -** Brainstorming is a group activity conducted at the beginning of a project to generate ideas. In business and organizational contexts, brainstorming is used as method to generate innovative ideas on an area of interest and sometimes to find leads to address problems, challenges or conflicts. Brainstorming can be of great use as a prewriting technique. Before you start writing it is essential for you to gather ideas and get into the heart your subject.

**Three types of paragraphs in an Academic Essay**

- There are three types of paragraph in an academic essay. They are

1) Introductory paragraph

2) Body paragraph

3) Concluding paragraph

- Introductory paragraph is the first paragraph of the essay. A simple and direct introduction paragraph invites the attention of the reader, gives vital background information, presents the theses statement and provides outline statements.
- Body paragraph is the main paragraph of an essay. The purpose of a paragraph is to present one idea. Body paragraphs give a complete idea with necessary explanations, illustrations, quotations and other forms substantiation. Usually there are here types of sentences in body paragraph.
- Concluding paragraph is the last paragraph of an essay. You are expected to restate your thesis statement given in the introduction, summarize, the main points and finish your essay with a concluding paragraph.

**The kinds of sentences used in an academic essay**

- There are three types of sentences in an academic essay. They are topic sentence, substantiation, conclusion or transition. Each sentence in a paragraph has a function.
- Topic sentence expresses the main idea of each paragraph. It contains the focus of the paragraph and tells readers what the paragraph is going to be about. Although the topic sentence can be located anywhere in a paragraph in academic essays, it is usually located at the beginning of each paragraph.
- Successful academic writing requires claims and arguments to be substantiated with evidence from research or other authoritative sources. This practice goes to the heart of academic writing because it reflects the objectivity of your writing.
- Concluding sentence summarizes the points that you have made. It should tie the whole paragraph together without simply rephrasing the topic sentence. At the end of your concluding paragraph, your concluding sentence should wrap up your entire argument and provide guidance to your readers about what to do with the information you have given them**.**

# Unit 4
# Elements of Writing

1. **Narration**

- A narration is a rhetorical mode suitable for relating a sequence of events or thoughts. Narratives can be classified as fictional and non-fictional. Any kind of writing that brings out a story, fictional or real, can be considered a narrative. Examples of fictional narratives are short story, novella, novel etc and non-fictional narratives are autobiography, biography, newspaper, testimonies etc.
- Narrative can fictional or non-fictional
- General characteristics in narrative writing:
  - Plot: the events that constitute the narrative, usually told in a sequential order.
  - Setting: The location and time of the events mentioned in the narrative
  - Characters: The people in the narrative
  - Conflict: a problem caused by the existence of opposing forces.
  - Resolution: Climax which offers a resolution to the conflict
  - Point of view: the perspective adopted for rendering a story
- A narrative essay may deal with the writer's personal experience. Write using "I"

- It also revolves around a thesis statement.
- The body paragraphs are to be arranged with a sense of time. Transition phrases can be used to indicate shifts in the narration.

## 2. Description

- Ability to describe thing, people or events is an important skill in communication.
- Description involves presenting information in a manner appealing to the senses- Sight, smell, taste and touch and creating an impression in the reader or listener.
- Objective Description: Writer do not mention how interesting their observation were.
- Subjective Description: In subjective description you are giving your personal impression on the subject you are describing.

> If you want to inform your audience, write
>
> objectively . If you want to evoke emotions use
>
> subjective description.

**Features of descriptive writing**

- Depending on your assignment. You may write a full-length descriptive essay.
- A thesis statement in a descriptive writing can be explicit or Implied.
- Arrange the description in chronological order. You can also order things according to their importance. It is also possible to arrange things as they appeal to our separate sense.
- Use sensory detail- sight, sound smell, taste & touch.
- Use active verbs for better impression.
- Use figurative language only if you are permitted to be subjective.

## 3. Illustration

- Illustration is rhetorical mode aimed at explaining something with examples. Your general statement in an essay can be clarified if you use proper examples or illustrations.
- If your instructor asks you to write on the problems faced by a city in disposing its solid waste, you are very likely to use photographs of piling waste in the streets to explain a point. Here a photograph can be used as a example in an illustrative paragraph or essay as it would give a clear idea about what exactly you are trying to explain.

**Features of Illustrative writing**

- An Idea is presented & then it is supported with examples.
- Examples serve as evidence of your statement.
- Audience considered while selecting examples.
- Picture, graphs, charts, etc… can be used.
- Arrange the examples in order of importance
- Use transition phrases like for instance, for example, one example, another example, etc .

## 4. Argumentation

- Argumentative writing is also called persuasive writing. One of the main objective of argumentative writing is to persuade the reader to think the way the writer thinks.
- In argumentative you give opinions and views in a convincing manner to your reader. In order to an argument convincing, it needs to be clear and logical.
- An opinion with a valid reason or logic behind it can be considered an argument. Any rational piece of discourse can be considered an argument.

- It is one of the most frequently used modes of writing in subjects like liberal arts and humanities. The following words are often used to refer an argumentative essay: arguments, assertions, propositions, premises and conclusions.
- An argument can be defined as a debatable statement or statements which may be or may not be agreed by others .These statements are classified into two: Premises and Conclusion.
- In a typical argument there is one conclusion and a minimum of one premise. The premises are assertions that lead to a conclusion

## Features of Argumentative writing

- The author takes a position in an argument.
- The aim of an argument is to make the reader accept the author's point of view.
- To explain why he thinks he is right.
- Should have evidence.
- The author must think of the possible counter arguments and defend his position.
- Argumentative writing is the most democratic of all rhetorical modes, as it does not impose a singular perspective, rather it opens up more possibilities for further questioning, claims and research on the topic.

## 5. Comparison and Contrast

- Comparison – Similarities
  Contrast. Differences
- The main objective of Compare-and Contrast is to analyse the subject. It does not aim at stating the outward similarities and differences but hidden and subtle ones.
- Comparative/Contrastive analyses can be done two different ways. One way is similarities in one part and dissimilarities in another. The other method is identifying the points to be compared and contrasted and then analysing each points.
- The Structure of 1st type:
  Introduction – include the thesis statement and the items to be compared an contrasted.Comparison – comparing the two thing showing the similarities.
  Contrast – showing the difference sin the two
  items.Conclusion – brief summary and final
  opinion.
- *The Structure of 2nd type:*
  Introduction - – include the thesis statement with a hint at the major items to be compared andcontrasted.

1st, 2ns, & 3rd paragraphs discuss an item each of both comparison and Contrast.Conclusion – summarises the points and final statement

**Words and Phrases used for signalling comparison/contrast:**

| | |
|---|---|
| Also, | another difference |
| another similarity | be similar |
| both | but |
| By comparison | conversely |
| However | in a similar fashion |
| In comparison | in contrast |
| just like | like |
| Likewise | neither... nor.. |
| not only... but also... | On the other hand |
| one difference | one similarity |
| similar to | Similarly |
| to be alike | to be different |
| to be dissimilar to | to be the same as |
| to be unlike | to compare both... and... |
| to differ from | unlike |
| whereas | while |

## 6. Cause and Effect

- To explain the reason and effect.
- This type of writing is also known as 'Causal analysis'. These essays demand an enquiry into the reasons for something and its effects.

A cause-and-Effect essays deals with

- Cause
- Effects
- both causes and effects of an issue, or an event.

Transition words and phrases in a Cause-and-effect essay:

| | |
|---|---|
| Accordingly | as a result |
| Because | consequently |
| in order to | may be due to |
| nevertheless | not only...but also |
| since | due to |
| for this reason | hence |
| if...then | therefore |
| this led to... | thus |
| yet | |

## 7. Definition

- A definition is a way of explaining a word or phrase. The word may refer to an object, an idea, a concept, a type of person, a place or a phenomenon.

General instructions for writing Definition.

- Understanding the audience is crucial to writing definition
- A might have been defined by many people or you may be making your own definition. F you are choosing somebody else's definition say whose it is.
- Some background information about the defining term will enriches your definition writing.
- Certain terms may have different definitions in different contexts. Thus the term culture has different meaning in Anthropology, literature agriculture and medicine. So make sure your definition is appropriate to the essay you are writing.
- Give the dictionary meaning of the word wherever possible.
- Try to find out the etymology of the word.
- Illustrate the meaning wherever possible.

## 8. Process Analysis

- A process analysis essay explains the steps involved in in doing something. It explains how something happens or works or how to do something.
- There are two types of process analysis. Information process analysis and directional process analysis. An informational process is written in third person. A directional process communicates directly to the reader.

| Directional Process analysis | Informational Process analysis |
| --- | --- |
| User manual for gadgets | How volcanoes erupt. |
| Cookbook | How a computer works. |
| Textbook | How oil is refined. |
| Handbook | How Earthquakes happen. |
| How to assemble a computer. | How snakes reproduce. |
| How to repair a watch. | How airplanes fly. |

**Transition Phrases for Process Analysis**

| | |
| --- | --- |
| additionally, | after |
| after this, | afterwards, |
| at the same time, | before |
| concurrently, | crucially, |
| during this time, | finally, |
| following this, | for the final step, |
| for the first step, | for the second step, |
| furthermore, | initially |
| most importantly, | next, |
| simultaneously, | subsequently, |
| then, | ultimately, |

9. **Classification and Division**

The general purpose of classification and division is to break board subject into smaller parts

.In academic writing a classification or division essay analyses people, things categorisingthem into groups and classes.

## Main Elements:

- The Items to be classified should share some common characteristics.
- Decide the scheme of classification.
- Examples and explanation are to be given for each category.
- Mention what you are planning to classify in the introduction. This will serve as a thesis statement.
- **General Guidelines for classification:**

  -The items to be classified should share some common characteristics. When you classify chemistry into physical chemistry, organic chemistry and inorganic chemistry, the linkingfactor is chemistry.

  - Decide the criterion or scheme of the classification.

  - Examples and explanations are to be given for each category.

  - Mention what you are planning to classify in the introduction

  - Transition words like 'the first type/kind/class, the second type , the third type to sequence your classification.

# Unit V: Vocabulary and Grammar for Academic Writing

- **Revision**: Every formal written work needs revision and editing before its submission. Revision helps you to realise your mistakes and while editing you can improve the words and sentences and remove unnecessary words and expressions to make the writing clear and effective.

- In order to make your writings effective; you have to,
  - Ensure that your vocabulary is suitable for the purpose
  - Avoid using colloquial style, slang expressions, non-standard diction and conversational style in your writing.
  - Diversify your sentences
  - Remove redundant expressions and avoid wordy sentences
  - Use parallelism
  - Maintain the tense
  - Remove weak phrases use strong verbs instead
- **Vocabulary**: In order to maintain the formal nature of your academic writing, you have to be careful about the words you choose for the text. Your text has to be precise and clear. Avoid unnecessary words and informal expressions. The text should communicate the idea properly to the readers.
- There are a few suggestions to improve the quality of your vocabulary:
  - Familiarise yourself with the words listed in Academic Words List (AWL).
  - Avoid informal words and expressions.
  - Use discourse markers to link your ideas and to signal transition.
  - Make your writings less wordy.
- **Academic Words List (AWL)**: The high frequency words in academic works in English language are referred to as Academic Words List. The AWL includes a main list and sub list, learning the words in the list. The list includes words often using in different academic disciplines. You have to familiarise yourself with these words to make your writing more effective with suitable vocabulary. Averil coxhead from Victoria university of Wellington, NewZealand was among the earliest compilers of AWL. After examining papers from different disciplines, she came up with 570 headwords.
- **Words and Phrases to be avoided in Academic Writing**: You need to check the suitability of your language while writing for different purposes and in different occasions. Words in the everyday conversation should be avoided.

- **Discourse markers**: 'Discourse is a unit of language longer than a sentence'. it maybe one or two sentences or a lengthy piece of writing. Discourse markers are those words or phrases which are used to connect one discourse to another. Eg: anyway, right, okay, to begin with.. Discourse markers connect one discourse to another. They are also called sentence connectors, linking words, linking phrases, and transition signals. Some of the

discourse markers are used in informal conversations e.g.: actually, let me see, I think, I suppose, as I was saying, you know etc. There are formal discourses markers, which you can make, use of in your academic writings. Eg: as a result, however, in other words, therefore, to begin with etc.

- **Completeness of a Sentence:** A sentence is a group of words arranged properly to make a sense. it is the basic unit of a language, it starts with a capital letter and ends with a full stop, exclamation or a question mark.

- **A sentence** contains a subject and a verb. **A clause** contain a subject and predicate, and it is the smallest grammatical unit that can express a complete proposition**. An independent clause** or a group of words that can stand alone as an independent thought is a complete sentence. Whereas a dependent clause does not make complete sentence, so it cannot stand-alone. **A dependent clause** is also called a sub ordinate clause.

- **Diversify sentences**: it is important to use different types of sentences in a text.

  - **Simple sentence**: which contain only one independent clause.

  - **Compound sentence**: with two independent clauses or simple sentences

  - **Complex sentence**: one independent clause and one or more dependent clauses connected to it.

  - **Compound complex sentence**: two or more independent clauses and one or more dependent clauses

- **Fragments:** A fragment is an incomplete sentence or disconnected piece of a main clause, it usually happens when a subject or verb is absent in a sentence. You have to link the same to an adjoining sentence to complete it. In a conversation fragments are necessary, but they are not acceptable in a conversation.

- **Subject – verb agreement:** The most important aspect of a sentence is subject verb agreement. The basic rule is that they should agree in number. A singular subject takes a singular verb, and a plural subject always takes a plural subject. While writing a simple sentence it is easy to arrange the subject verb agreement

- **Parallelism**: Parallelism is the use of components in a sentence that are grammatically the same. Or similar in their construction, sound and meaning. Because of the repetition the idea is conveyed deeply and properly. And also it adds the flow of the text. Eg: the poem is lyrical, long, interesting and meaningful. It will improve the readability of your work .

- **Avoiding wordiness:** In formal writing 'wordiness' refers to the imperfection caused by the use of more words than the meaning demands. Wordiness is one of the barriers of communication. You can eliminate wordiness while revising and editing your work. It is better to make another person read your work to trace out the errors. In order to improve the quality of your work, use the language of your discipline.

# UNIT—VI
# MECHANICS AND CONVENTIONS OF WRITING

- **Punctuation Marks:** In order to make understand the message it is essential to follow the punctuation rules.
- Punctuation marks are traffic signals of language.
- **Important punctuation marks:**
- **Comma(,)**
  - Use a comma after certain introductory words or phrases.
  - Use commas to separate words and word groups in a series of three or more items.
  - Use a comma to separate two adjectives when the adjectives are interchangeable.
  - In sentences where two independent clauses are joined by connectors such as and, or, but, etc., put a comma at the end of first rules.
    - To set off a quote from the rest of the sentence.
    - To list nouns in a sentence
    - To separate interrupting words and expressions in a sentence.
- **Semicolon (;)**

- Use a semicolon to separate two sentences when there is no coordinating conjunction such as and, but, or, nor, for.

- If the two sentences are joined by a conjunctive adverb, such as however, consequently, therefore, or moreover, use a semicolon before the conjunctive adverb and a comma after it

- • Use a semicolon to separate two sentences joined with a coordinating conjunction when commas are contained within either of the sentences.

- Use a semicolon to separate items in a series if there are commas within the items.

- A semicolon can also be used to replace a period

- **Colon (:)**

  - To introduce a series of items in a list.

  - To introduce explanations.

  - To begin or introduce a quotation.

  - To separate two independent clauses where the first introduces or explains the second.

- **Double quotation Mark ( " ")**

  - To quote something.

  - To show quotations inside quotations.

  - To set off titles of essays, journal, and magazine articles, poems and short stories.

  - **Single quotation mark (' ')**

    - To emphasize a word or a term.

    - To show a quotation inside a quotation.

- **Apostrophe ( ' )**

  - To show contractions and possession.

  - Use an apostrophe to show omissions.

  - Contractions are not common in academic writing.

- **Parenthesis and bracket ( ) [ ]**

  - To enclose information that clarifies the meaning of the preceding or following sentence.

  - To expand abbreviations and to insert dates

  - In academic writing parentheses are used to give in-text citation.

  - Brackets are used to insert a clarification, a translation, parenthesis within parenthesis, a change in capitalisation.

- **Dash (---)**
    - It is also known as 'em dash'.
    - It is slightly different from en dash, and the hyphen.
    - Dash is three times longer than a hyphen.
    - A comma, colon, and parenthesis can be replaced by a dash.
    - It is used to indicate a break in a sentence and also to give some additional information.
    - A dash is also used to indicate inclusive page numbers and dates.
- **Hyphen (-)**
    - Put the hyphen between two parts of a compound word
    - Insert a hyphen before a suffix or after the prefix.
    - Compound numbers less than 100 are split with a hyphen.
- **Period ( .)**
    - Use a period at the end of a statement.
    - Use a period after an abbreviation
    - Sentences ending with question marks(?) or exclamation marks(!) do not require periods
    - In sentences ending with parenthesis the period is placed outside parenthesis. If parenthesis contains a full sentence the period is placed inside parenthesis.

**Capitalisation**:
- Capitalise the title of a book.
- Capitalise the initial letters of the words in the title of an article or essay, chapters of a book ,and titles of journals.
- Prepositions and coordinating conjunctions are not capitalised unless they are the first word in a title.
- Capitalise the first word after a period or a full-stop.
- Capitalise proper nouns and adjectives derived from proper nouns.
- Capitalise days of the week and months of the year, brand names, historical events, name of institutions, nicknames, races, nationalities, and religions.

**Academic style: Key Points**
- The term refers to the style adopted in writing essays, project papers, journal articles, and dissertations.
- Academic writing is more formal and is different from informal writing like newspaper

articles and magazine essays.

- Academic writing needs to follow some stylistic rules and regulations.

- Stylistic consistency decides the quality of an academic work.

- MLA style and APA are two documentation styles guides commonly followed in academic writing.

- • Different disciplines use different documentation styles.

- • Parenthetical or in-text citation and work cited or bibliography or references are the two kinds of documentation employed in writing academic works

- **MLA Style: Key Points**
  - MLA is a style guide for academic writing.
  - MLA is developed by Modern Language Association.
  - The MLA style guide is widely used by writers and researchers in academic writing.

  **APA Style**
  - This style guide is developed by American Psychological Association.
  - This style is mostly used in scientific writing.
  - Academic writings which include empirical studies, literature review, case studies, and theoretical and methodological articles also use APA Style.

- **Academic integrity: Key points**
- It is a moral and ethical code in academic community. Values related to academic integrity actively promote ethics of writing.
- The notion of Academic integrity examines different forms of academic dishonesty.
- Plagiarism poses a threat to maintaining academic integrity.
- An academic writer can keep academic integrity by citing his/her sources properly and also by avoiding plagiarism.
- Plagiarism is a literary theft. It occurs when a writer copies another person's text or ideas and calls the work his/ her own without giving credit to the source of the copied text.

- **Proofreading**
- The process of reading your drafts repeatedly for mistakes after you finish writing.
- In this process of editing and rewriting certain words can be added or omitted, if necessary.
- In proofreading grammar, vocabulary, spelling, sentence structure and format of the text are all thoroughly examined

# UNIT- 7
# WRITING FOR PROFESSIONAL PURPOSES I

## Review
- A review is a critical analysis of a book, play, art exhibition, film, product or service.
- It is often creative and interesting and a form of entertainment.

## Reviewing a book
- Review is actually a report and will have an introduction, a logical description of contents, your findings, conclusion and recommendation.

## Hints for reviewing a book
- Read the book carefully.
- Write down your impressions.
- Research the author and his works.
- Write the review
- Start with an arresting introduction.
- State the theme of the work.
- Describe the period, characters, the action.
- Comment on the style of presentation.

## Reviewing a movie
- While reviewing a movie you learn how to think critically, deduce everything and find meanings even in seemingly meaningless things.
- You get a whole new perspective of the movie itself and the cinematography in general.

## Standard elements that every review should contain
- The title of the film
- Summary
- Director
- Creative elements
- Actors

## Reviewing a product

- A good product review is based on research and knowledge of a product, and a balanced assessment of its benefits and flaws.

**What should you do before writing a product review?**
- Research the product.
- Read the manufacturer`s website.
- Get the product.
- Use the product.
- Know what readers are looking for.

**Format of the review:**
- Write the introduction.
- Consider the first-time users.
- Describe the product under review.
- Be balanced.
- Explain how you arrived at your judgements.
- Compare and contrast the products.
- Write a conclusion.

**Case studies**
- Case studies are stories which present realistic, complex and contextually rich situations and often involve a dilemma, conflict or problem that one or more characters in the case must negotiate.

**Uses of case studies**
- Used in lecture-based or discussion-based classes.
- They can be real.
- They can provide all the relevant data students need to discuss and resolve the central issue.
- They can challenge students to examine multiple aspects of a problem.
- They can make students propose a solution for the case.

**What is a report?**
- Specific information and evidence are presented, analysed and applied to a particular problem or issue.

**Structure of a report**
- Title page
- Terms of reference
- Summary
- Contents
- Introduction
- Methods
- Results
- Discussion
- Conclusion

- Appendices
- Bibliography
- Acknowledgements
- Glossary of technical terms

## Types of reports
### Recommendation report
- Compares two or more options (products, properties, plans or organizations) against requirements and recommends one option, several options or none.

### Evaluation report
- Compares individual products, plans, programmes, properties, organizations etc against requirements and makes an evaluative judgement.

### Feasibility report
- Makes an evaluation judgement as to whether a project is possible or worthwhile. Its essential task is to tell the readers whether a project is feasible.

### What is a progress report?
- Progress report is to inform supervisor, associate or customer about progress you have made on a project over a certain period of time.

### Functions of progress reports
- Reassure recipients that you are making progress project is going smoothly and will complete by the expected date.
- Provide recipients with a brief look at some of the findings.
- Give the recipients a chance to evaluate your work on the project and to request changes.
- Give you a chance to discuss problems in the project.
- Force you to establish a work schedule so that the project will be completed on time.

### Types of progress reports
- **Memo** – a short, informal report to someone within your organization.
- **Letter** – a short, informal report sent to someone outside your organization.
- **Formal report** – a long, formal report sent to someone outside your organization.

### What are surveys?
- Ways in which direct information gathering happens – not from published sources but straight from real world.
- It is generally conducted through questionnaires.

### What is questionnaire?
- Questionnaire is a kind of direct information gathering in which you gather peoples opinions, preferences, demographic data through in person, print or electronic media.

### Designing questionnaire.
- Limit the number of questions.
- Clear and simple questions, not too personal.

- Balance closed and open questions.
- Do not collect unnecessary information.

**Advantages of questionnaire**
- Allows to gather information from more people more quickly.
- Obtain responses from people at various geographic locations.
- Those who responds to a questionnaire gets more time to think and answer.
- Low cost.

**Disadvantages of questionnaire**
- The result of the questionnaire may be slanted according to people's opinion.
- Does not allow specific follow-up questions to answer.
- Takes much time compared to personal interview.

# UNIT – 8
# WRITING FOR PROFESSIONAL PURPOSES II

**What is a CV?**
- A Curriculum Vitae is a detailed synopsis of your skills, education and experience than a standard resume.

**CV, Bio-data and Resume**
- The basic difference between CV and resume is length.
- CV is 3-5 pages in length and resume is limited to 1-2 pages.
- CV is used for academic, scientific or research positions.
- CV is static unlike the unlike resume, doesn't change for different positions.

**Components of CV**
- Contact information
- Objective statement
- Key skills and abilities
- Education and training
- Experience
- Personal profile
- References

**Letter writing**
**Planning a letter**
- Do a SAP (subject, audience, and purpose) analysis.
- Gather information you needed and do whatever additional research is required to complete the letter.

- Make a simple 1-2-3 outline of the points you need to cover; in the order you want to present them.
- Now sit down and start writing.

**Types of letters**
**Personal or informal**
**General format of personal letter**
- At the top right-hand corner of the page, write your address and date (address if necessary)
- Begin your letter with a greeting
- First paragraph should state the main purpose of your letter if replying to a letter say thank you for it here.
- Organize the rest of your letter into paragraphs.
- Use last paragraph to send good wishes
- Finish your letter with farewell message like see you soon, best wishes, regards etc.
- Add anything you have forgotten to say as postscript (PS)

**Cover letters**
- It is used to assess an applicant's ability to write clearly and concisely.
- Mistakes in the letter can undermine your candidacy.

**Top five things' recruiters look for a cover letter**
- Readability
- A sense of applicant's personality.
- How an applicant found out about the job opening.
- Something eye catching
- Evidence that the applicant has researched about the company.

**The basic cover letter format**
- Your contact information
- Date
- Employers contact information
- Paragraph 1: why you are writing
- Paragraph 2: what you have to offer them
- Paragraph 3: what happens next
- Closing

**Writing Email**
- E-mails are the most common method of communication for internal office correspondence, and they have replaced letters in all but the most formal business situations.

**Format of an E-mail**
- To:
- Cc (Carbon copy)
- Bcc (Blind carbon copy)
- Subject line
- (Salutation- optional)
- Reason for writing

- Main point
- (Development of point – optional)
- (Additional points- optional)
- (Closing – optional)

## Guidelines for writing E-mails
- Be brief
- Be clear
- Avoid dense paragraphs
- Plan
- Be accurate

## What is a summary?
- It is a condensed or shortened version of a book, article or other piece of writing.
- It presents the most important ideas in your own words and without any comment on the ideas.

## Step by step procedure for summarizing
- Pull out main ideas
- Focus on key details
- Use key words and phrases
- Break down the larger ideas
- Write only enough to convey the gist
- Take succinct but complete notes

## What is a memo?
- Memos are business communications that stay "in house" within an organization, department or institution.
- It is meant to inform, to persuade and above all to communicate to satisfy the readers needs and the writer's purpose.

## Three steps in memo writing
- Preparation determining the purpose, topic and reader`s needs the memo serves
- Writing organizing and writing
- Review revising and checking the memo

## What is a blog
- Word blog is the short form of `weblog`.
- It is to share your ideas and thoughts with readers (visitors to your blog).

## Formula to succeed in blogging
- Offer discussion on a variety of topics.
- Consider your audience, their likes and dislikes.
- Keep your blog lively.
- Invite others to join the conversation.

## Etiquette/ Netiquette in writing
## E-Mail etiquette
- Use a separate account for personal and business e-mails.
- Honor the request of colleagues, friends and family members so that no personal e-mails be sent to their work address.

- Check e-mail messages at least once a day.
- Reply to e-mail messages within 24 hours.
- Include a subject line and make it as detailed as possible.
- Avoid the use of emoticons.
- Address the receiver by name in the first sentence to personalize the message.
- Avoid including confidential information.

**Fax transmission**
- Used for sending copies of drawings and drafts of brochures.
- Useful in international communication where time is a main consideration and when documentation is required.

**Guidelines for using fax communication**
- Keep facsimile transmission short, usually fewer than five pages.
- Cover sheet should contain information such as name, telephone number, fax number, date and number of pages.
- Avoid sending confidential information.
- Notify the sender when the message is received.
- Keep a copy of the fax transmission.

**Magic words**
- It comes from how they are used to express respect and courtesy towards others.
- It evokes a response that affects attitude, body language and emotion in the person to whom you are speaking.

**Networking**
- Networking is social marketing.
- It is about circulating at business functions on a social level.
- It is meeting people, getting to know them and keeping in touch.

**Business Card Etiquette**
- Cards should not be given to senior executives.
- Avoid scattering your cards in a large group.
- Give your card when you are asked.
- Always carry business cards.
- Ask for someone's card if you wish to get in touch with them.