

WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS

STUDY MATERIAL

**SECOND SEMESTER
COMMON COURSE : ENG2 A03**

For

**BA/BSc/BCom
(2019 ADMISSION)**



**UNIVERSITY OF CALICUT
SCHOOL OF DISTANCE EDUCATION**

Calicut University P.O, Malappuram, Kerala, India 673 635

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ENG2 A03 : WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS

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Layout: 'H' Section, SDE

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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 the concepts, principles and vocabulary of reasoning and argumentation and use analysis, synthesis and evaluation of advance arguments.
- To gain understanding of discourse conventions ranging from structure and paragraphing to tone and mechanics.

UNIT 1

INTRODUCTION TO ACADEMIC WRITING

Points to Remember

- Writing skill expectations change as a student moves from school to college.
- Academic writing skill is needed for success in higher education.
- Only through constant and deliberate practice one can master academic writing.
- Academic writers are not expected to make subjective judgments, categorical remarks and use information from unreliable sources.
- Writing tasks assigned to students at college/university is referred to as academic writing.
- Academic writing is formal and follows a well defined pattern.
- Non academic writing is informal and without any predictable pattern.
- Students, teachers and researchers who engage in academic writing at college or university are called ‘scholars’ or ‘academicians’.
- Papers sent for publication in a scholarly journal undergo peer reviewing and evaluation.
- Academicians are expected to adhere to certain basic ethics, and they have to conduct themselves in a responsible manner.

Answer the following questions

1. Differentiate between the skills expectation in school and college with focus on writing.

A. Skill expectations change significantly as you move from school to college. College students are expected to write a range of written works as a part of their studies and developing written communication is essential for studies at the tertiary level. School students often write in informal, simple and non technical language. There is a chance for creative writing (the writers personal feelings and self expression). Writing skills expected at the college level mainly involves the ability to write clearly and logically following certain techniques, conventions and styles.

2. What are the prerequisites for learning academic writing?

A. 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.

3. List the distinctive features of academic and non academic writings.

A.

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 and with each sentence serving a specified purpose.	Main body paragraphs are shorter in length like topic sentence, substantiation and transition.
Elaborate explanation of the central idea or argument with supporting expert sources.	Ideas are elaborated well, but not supported with expert sources.
Referencing	Personal stories or impressions and no referencing.
Others ideas and answers incorporated to in body paragraphs as direct quotations, paraphrasing.	Direct quotations from others without citing sources.
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'
Tables	No tables and figures
Precise figures.	Approximate figures

4. How do you define academic writing?

A. Academic writing generally refers to all writing tasks assigned to students for the purpose of study at the college level. It is a formal way of writing. It is different from creative writing and various other informal and fictional writings.

5. Explain 'blind peer reviewing'?

A. 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.

6. What are the implications of using others' material as one's own?

A. Plagiarism is an act of stealing others' material as one's own. It is an unethical act, a serious offence, and is treated as a breach of academic integrity.

7. Comment on the seriousness of plagiarism and suggest ways to avoid it.

A. Plagiarism is an act of stealing others' material as one's own. It is an unethical act, a serious 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 and providing the details of the sources.

8. What is 'honor code'?

A. Writer of an academic paper is expected to adhere to certain basic ethics and they have 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 of enrolling for academic programmes. 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.

UNIT II

GENRES AND TYPES OF ACADEMIC WRITING

Points to Remember

- The genres of academic writing include essays, research papers, case study, literature review, project report, proposals and dissertation/ thesis.
- An academic essay is written to answer a question, or to defend an argument or opinion on a topic with supporting evidence.
- A research paper provides detailed information on a topic through different sections like literature review, methodology, discussion and conclusion.
- The most popular documentation style in subjects under Humanities MLA (Modern Language Association) style; whereas in Social Sciences research scholars usually follow APA (American Psychology Association) style.
- The word ‘case’ in case study refers to an individual situation.
- 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.
- The words dissertation and thesis are often used interchangeably to refer to the mandatory final projects in certain academic programmes.
- There are different approaches to academic writing. They are expository, descriptive, persuasive, analytical, critical/ evaluative and narrative/ reflective.

Answer the following questions

1. Discuss the genres in academic writing and their distinctive uses.

A. The genres of academic writing include essays, research papers, book review, textual analysis, literature review, project report, proposals, dissertation/ thesis and case study. Most academies use essays to assess students’ progress. An academic essay is written to answer a question or to defend an argument or opinion on a topic supporting evidence. A research paper provides detailed information on a topic through different sections like literature review, methodology, discussion and conclusion. A proposal is what you present to explain objectives, purpose, methodology, and detailed plan for a proposal. Literature review is the summary of relevant previous writings on the topic under discussion. The main purpose of review of literature as an academic writing activity is to display your knowledge of the subject. Dissertation / thesis are often used as interchangeably to refer to the mandatory final projects in

certain academic projects. Case study is widely used in Social Science and Science subjects like Medicine.

2. What are the features of a case study? Explain.

A. Case study is widely used in Social Science and Science subjects like Medicine. The main skills involved in case study are problem solving, critical thinking and writing. Case study uses the method of analyzing sample cases- real or imaginary crises, hypothetical situations- to demonstrate how they are handled or resolved. The steps involved in writing the case study include describing the situation, identifying the issues to be resolved, analyzing the case using theories and approaches relevant to the discipline and giving recommendations or suggesting a series of steps to solve the problem in the best possible way.

3. How would you differentiate between a thesis and a dissertation?

A. Dissertation / thesis are often used interchangeably to refer to the mandatory final projects in certain academic projects. In the universities of United States a thesis is the final project of Masters Degree and dissertation is submitted for a doctoral degree, whereas in the United Kingdom a thesis is submitted for a doctoral degree and dissertation for a Masters degree. The structure followed in both is similar, although there are differences in the number of pages. A doctoral thesis/ dissertation is usually lengthier compared to a masters project. Dissertation/ thesis are reports of research work carried out by scholars.

4. What is the objective of literature review?

A. Literature review is the summary of relevant previous writings on the topic under discussion. The main objective of review of literature as an academic writing activity is to display your knowledge of the subject. Another objective of reviewing others' works is to establish the distinctiveness of your work and sometimes to justify the gap existing in the subject.

5. Bring out the major approaches to writing.

A. 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. In descriptive approach the writer uses visual words and descriptions. Persuasive approach aims to convince readers to accept the writer's point of view. Analytical approach mainly contains elements of exposition, persuasion and description. Critical/evaluative approach aims at evaluating the merits of an existing work and provides alternatives. In narrative or reflective approach the writer presents a story, personal experience and ideas through narration.

6. List the rhetorical modes and their uses.

A.

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.

7. What are the popular style guides in use today?

A. The most popular style guide in subjects under Humanities is MLA (Modern Language Association) style, whereas in Social Sciences, research scholars usually follow APA (American Psychological Association) style. Chicago manual of style is another style guide in use. Some institutions including Universities like Oxford, Cambridge and Harvard insist on following their own style for scholars writing for their publications.

8. Write briefly on the sections in a Social Science dissertation.

A. Title page, abstract, introduction, review of literature, methodology, results, discussion/findings and references/bibliography. Introduction part invites the attention of the reader towards the topic. Back ground information on the topic may be given in this paragraph. Review of literature is to understand how other students and scholars approached your topic. Methodology is the systematic theoretical analysis of the methods applied to a field of study. Discussion or findings are the concluding part that summarizes the findings of the scholar. Bibliography is the citation of those relevant books used to refer for the successful completion of the dissertation. In other words it is a list of all the sources you have used in the process of researching your work.

UNIT III

THE PROCESS OF WRITING

Points to Remember

- The most delineating features of academic writing can be described in three words: formal, objective and technical.
- Answers to the question, ‘who is writing and why’ are implicit in all academic writing.
- The educational level of the audience, their predispositions, on the topic, their age, ethnic identity and gender may also influence your writing style and content.
- An academic essay is typically structured in three types of paragraphs: an introductory paragraph, a minimum of three body paragraphs and a concluding paragraph.
- There are three major processes preceding the submission of an academic assignment. They are Pre- writing, Writing and Revising.
- Brainstorming is a group activity conducted at the beginning of a project to generate ideas.
- Thesis statement holds together the different sections in an essay. Usually introduced in the opening paragraph, a thesis statement allows the reader to know what the essay is about.
- In order to maintain academic style you are expected to avoid highly judgmental, vague, broad, dogmatic, categorical and overstated statements as your thesis statements.
- A simple and direct introduction paragraph invites the attention of the reader, gives vital background information, presents the thesis statement and provides outline statements.
- The purpose of a paragraph is to present one idea. Usually there are three types of sentences in a body paragraph.
- Conclusion paragraph restates the thesis statement, summarizes the main points/ premises and gives a concluding paragraph.

Answer the following questions

1. Briefly discuss the step by step process of writing an academic assignment.

A. 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.

2. Discuss the importance of audience analysis in academic writing.

A. 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. Depending on your audience, you may write to inform, justify your stand on a topic, and educate the audience on a subject or to persuade your audience think or act in the way you want them to think or act.

3. Bring out the purpose of an academic work.

A. ‘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 rhetorical purpose of an academic writing assignment is to persuade the audience to think the way you want them to think.

4. Examine the importance of ‘voice’ in an academic work.

A. There is a widespread belief that academic writers should maintain objectivity in their approaches and perspectives, what rings at the core your work is your own distinct voice. 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. Still you normally do not use such expressions as ‘I think’, ‘In my opinion’ and ‘I found out that’. 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.

5. Illustrate the structure of an academic essay.

A. The major parts of an essay include introductory paragraph, body paragraph and concluding paragraph. 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.

6. List the main steps in planning an essay.

A. 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.

7. Consider brainstorming and outlining as effective pre-writing activities.

A. 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.

8. What are the three types of paragraphs in an academic essay?

A. 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. Body paragraph is the main paragraph of an essay. Body paragraphs give a complete idea with necessary explanations, illustrations, quotations and other forms substantiation. Concluding paragraph is the last paragraph of an essay. You are expected to restate your thesis statement given in the introduction, summarize, the points through which you explained your thesis statement in your body paragraphs and finish your essay with a concluding paragraph.

9. What are the kinds of sentences used in an academic essay? Explain their functions.

A. 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 IV
ELEMENTS OF WRITING

Points to Remember

- The terms rhetoric and rhetorical refers to the ways you can adopt to communicate effectively. Rhetorical modes are your strategies to reach your audience.
- A narrative is a rhetorical mode suitable for relating a sequence of events or thoughts. Narratives can be classified as fictional and non-fictional.
- Description involves presenting information in a manner appealing to the senses-sight, sound, smell, taste and touch. And creating an impression in the reader or listener.
- Illustration is a rhetorical mode aimed at explaining something with examples.
- Argumentative writing is also called persuasive writing because one of the foremost objectives of argumentative writing is to persuade the reader to think in the way the writer wants to think.
- An argumentative essay consists of a set of debatable statements. These statements can be 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.
- A cause and effect essays deal with i) causes ii) effects or iii) both causes and effects of an issue, a phenomenon, or an event.
- A process analysis may be for explaining how something happens or works; or how to do something. The former is called informational process analysis and the latter, directional process analysis.
- The general purpose of classification and division is to break broad subjects into smaller parts. In academic writing a classification or division essay analyzes people, things or ideas categorizing them into groups and classes.

Answer the following questions

1. Discuss the features of narration as a rhetorical mode.

A. 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 etc.

2. Write a paragraph describing a place familiar to you.

A. Palakkad is one of the fourteenth districts in Kerala. It is the gateway to Kerala due to presence of Palakkad Gap, in the Western Ghats. The largest Malampuzha dam is situated in Palakkad. It has a tropical wet and dry climate. The famous National Park Silent Valley is in Palakkad district. Palakkad fort is an old fort situated in the heart of Palakkad town. Here is a large ground between the fort and Palakkad Town hall, known as Kota Maidanam.

3. How are examples given in an illustrative essay? Explain.

A. Illustrative writing does not have a well defined pattern. The ‘exemplification’ is sometimes used to refer to illustrative writing. When you write essays using exemplification/illustration, you make statements and give examples for each statement. An illustrative essay presents a controlling idea or thesis the illustration of which is done using examples. Examples serve as evidence for your statements and claims.

4. Explain the process of applying for a passport.

A. First apply for passport through online mode. Give your personal details and submit application. The submitted documents are verified at Passport Seva Kendra. Then you receive updates on your file number through SMS to your registered mobile number. Then Police verification is initiated. They verify the details and enquire with your neighbours. Then make it clear that there is no criminal offence against the person. Police submits a clear report. After passport verification is complete then starts the process of printing passports. The passport printed will be sent through speed post.

5. Bring out the characteristics of a comparison and contrast essay.

A. While writing an academic paper you may be required to find out similarities and difference between two subjects. The rhetorical mode that comes to your rescue during such situations is compare and contract. A compare and contrast essay may examine two subjects by either comparing them, contrasting them or both. The main objective of compare and contrast essay is to analyze subjects that can be analyzed using comparison or contrast in a meaningful way.

6. How are thesis statements prepared for definition essays? Clarify.

A. In a definition essay, the thesis statement is the term and its definition. Part of developing your thesis revolves around writing an effective definition. There are multiple approaches to defining your selected item.

- By analysis: compare it to something similar and show differences.

- By function: what it does and how it works.
- By structure: how it is organized
- By opposite definition: explain what the term is not.

7. Explain the purpose of division or classification essays.

A. The general purpose of classification or division is to divide subjects into smaller parts. In academic writing classification/division essay analyses people, things/ideas categorizing them into groups and classes. Classification would enable you to approach a subject in a more satisfactory manner. Through classification it becomes more understandable.

8. What are the main elements of a division/ classification essay?

A. The main elements of a division/ classification essay are as follows;

- The items to be classified should share some common characteristics. Usually generic nouns (nouns that refer to all members of a class or group) are taken for classification.
- Decide the criterion or scheme of classification: At the prewriting stage you need to decide which properties of your subject is taken into account for categorizing. All classification in an essay needs to be based on one principle.
- Examples and explanations are to be given to each category.
- Mention what you are planning to classify in the introduction: Your statement on what is classified in the essay and the criterion for classification serves as the thesis statement of the essay.
- Transition words like ‘the first type/kind/class’, ‘the second type/kind/class’, ‘the third type/kind/class’ are to be used to sequence your classification.

UNIT V

VOCABULARY AND GRAMMAR FOR ACADEMIC WRITING

Introduction

This unit 'Vocabulary and Grammar for Academic writing' helps you to understand the important points to remember while you are writing for academic purposes. It includes an Academic Words List (AWL) you are advised to familiarise with the words enlisted in order to attain the vocabulary preferred in academic writings. The chapter introduces you to the sentence structure, discourse markers and grammar of formal writing. So in short, you will be well equipped with all the details and information of formal writing.

5:1 Revision

A written work creates a permanent impression about your quality of education. Therefore, you have to be careful about every single sentence you write for an academic purpose. After writing, 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

5:2 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). It will help you to pick the right words while you are writing.
- Avoid informal words and expressions.
- Use discourse markers to link your ideas and to signal transition.
- Make your writings less wordy

5: 3 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

will enable you to understand academic text as well. The important prerequisite to learn academic words list is the ability to use the most elementary words in English. 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, New Zealand was among the earliest compilers of AWL. After examining papers from different disciplines, she came up with 570 headwords.

5:4 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. You are not expected to use the words you make use of in everyday conversations in your academic writing. There are certain categories to be avoided in your writing; however there is no strict ban for anything. If the word or expression is suitable for the situation, you can go on with the same. Nevertheless, be careful while using words and phrases used in expressing doubt. Such expressions are called qualifiers. Eg: appears, suggests, may, might, usually, probably, possibly etc.

You have to check these qualifiers if you are doubtful about the accuracy of your writings.

5:5 samples for alternative expressions

5:6 Discourse markers

‘Discourse is a unit of language longer than a sentence’. It may be 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. We use them to connect, organise and manage our writings or conversation. 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 eg: actually, let me see, I think, I suppose, as I was saying, you know etc. There are formal discourse markers, which you can make use of in your academic writings. Eg: as a result, however, in other words, therefore, to begin with etc.

Formal/ informal (Table)

Uses of discourse markers in academic writing

Balance contrasting points

Introduce a new idea

Present a counter argument

Adding

Changing of subject

Clarifying points

Summing up

5:7 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 contains 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 a complete sentence, so it cannot stand-alone. A dependent clause is also called a subordinate clause. Eg: when I was at school..

A sentence is complete only when it makes proper sense while standing alone.

5:8 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.

Adding different types of sentences in different lengths will avoid monotony. You have to be careful while using too long sentences. It is advisable to break it into two or three different small sentences. Also you have to avoid choppy sentences, as it would make your writing repetitive.

5:9 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.

5:10 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 verb. While writing a simple sentence it is easy to arrange the subject verb agreement. But it is difficult to handle with it while you are using compound subjects, indefinite pronouns, collective nouns, inverted subjects.

5:11 Consistent use of tenses

Always it is better to keep the tenses consistent in your formal writing. It adds the readability of a text. Inconsistent use of tenses is suggestive of poor writing skills in academic writing. Shifting tenses is allowed if the time frame of your subject matter changes and it has to be presented with a signal word or phrase indicating change of timeframe. For narrative type of

writing consistent use of past tense is appropriate while present tense is preferred when you are writing an analysis of some writers and their works.

5:12 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 .

5:13 wordiness

“Brevity is the soul”

– William Shakespeare

Wordiness is one of the most common mistakes in academic writings. 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.

5:14 How to eliminate wordiness

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.

Replace stock phrases with one-word equivalents.

Eg: The phrase ‘is aware of the fact that’ can be replaced with the word ‘knows’.

Avoid redundant expressions

Avoid sentence openers like ‘it’, ‘there is’ etc.

Avoid weak and wordy verbs.

Reduce the use of ‘that’ and ‘which’.

Eliminate the unnecessary qualifiers and intensifiers.

Avoid words like ‘very’, ‘quite’ and ‘just’.

Simplify your sentence structures.

Questions

1. What are independent and dependent clauses? Give examples.
2. What are the word categories to be excluded in academic writing?
3. How can we eliminate wordiness in writing?
4. Define and explain AWL?
5. What are discourse markers? Give examples.
6. Define sentence.
7. What are the different types of sentences?
8. What are the basic rules of subject verb agreement
9. Define parallelism.
10. What is a fragment? Give examples for sentence fragments.

UNIT-- VI
MECHANICS AND CONVENTIONS OF WRITING

Introduction:

Punctuation and documentation are two significant aspects of academic writing. If academic writing depends on putting forward a convincing argument and that in turn depends on making meaning clear, then appropriate use of punctuation and documentation are vital to getting your meaning across. Academic writing is something that you can learn with diligent attention and practice. This unit will sum up the major points to keep in mind while using punctuation marks and the various documentation styles for academic writing. It also highlights the key concerns in maintaining academic integrity.

Objectives:

- To examine the two major conventions of academic writing: Punctuation and documentation styles.
- To understand why punctuation is important in academic writing .
- To understand the rules of using punctuation .
- To examine the essential punctuation marks commonly employed in academic writing.
- To explore the use of style guides in academic writing.
- To know the importance of maintaining academic integrity while writing.

6.1 Mechanics and conventions of writing: Key Points

- Academic writing is different in a certain way.
- Academic writing follows some rules.
- Academic writing becomes perfect when its mechanics and conventions are followed appropriately.
- Formal tone and objectivity are the two important qualities of academic writing.
- Adhering to rules of punctuation and following a specific style guide are essential in academic writing

6.2 Punctuation: key Points:

- A bunch of marks or signs used to bring clarity of expression in writing .
- Punctuation helps the writer clearly convey the message.
- Brings accuracy in writing.
- Strengthens the arguments.
- Helps emphasize the major idea discussed in the paper/ article.
- Wrong use of punctuation makes the ideas vague and complicates meaning.

Important punctuation marks: key Points

Comma (,)

- Commas are the most frequently used punctuation marks.

- 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.

6.3 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.

6.4 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.
- MLA gives guidelines on:
 - Heading and Title
 - Abstract
 - Introduction
 - Formatting Text
 - Margins, space, font
 - Putting page numbers
 - Tables and illustrations
 - Punctuation
 - In-text or parenthetical citation
 - Work cited list or bibliography
 - Footnotes and endnotes
 - Plagiarism

6.4 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.
- The different sections of an APA style paper are:
 - Title page
 - Abstract
 - Introduction
 - Results
 - Discussions
 - References
 - Appendices

- Both in MLA and APA, there are specific guidelines on putting spacing, margins, page numbers and page headers.
- In in-text citation, MLA uses author-page citation and APA uses author-date citation.

6.6 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.

6.7 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.

Model Questions

1. Explain the importance of punctuation in academic writing.
2. What are the uses of style guides in writing an article?
3. Discuss the major rules of using a semicolon.
4. Write the differences between the use of double quotation mark and single quotation mark
5. What is Parenthetical citation?
6. What is capitalization?
7. Punctuate the following sentence:
8. The word ecology derives from the Greek oikos meaning households or place to live
9. How do you explain academic integrity?
10. What is plagiarism?
11. What is MLA?

UNIT VII
WRITING FOR PROFESSIONAL PURPOSES 1
WRITING REVIEWS

7.1 Introduction

A Review is an article that represents a critical evaluation of a text, performance, or production. For example a book, movie, concert, video game or a product. It helps the reader to get a clear picture of the reviewed item. The review is often creative and interesting. It is a form of entertainment in itself that quite often reflects the age and helps the reader to gain view on his time period in history. This chapter helps you to develop the ability to objectively and subjectively criticize books, movies, products etc. Moreover it will give an idea about correct vocabulary and expressions to write the positive and negative aspects of books, products or movies.

7.2 Book Review

Book Review is a special form of academic writing that gives a student the opportunity to critically examine a topic in details. Book reviews play an important role in academic communication. If you are going to review a book, you should;

- read the book carefully
- Write down your impression
- Research the author and his other works
- Reviews should give a balanced , critical evaluation of the text
- Evaluate the contribution of the text
- Set the work in a larger , broader context
- Identifies the strengths and weakness of the arguments
- Involves the reader in the discussion.
- Make sure that your review contains
- The title, the author(s), the publisher ,the publication date, the format, the price, the number of pages, edition and the ISBN number
- The review is actually a report and will have an introduction, a logical description, your findings, conclusion and recommendation. Your review should be direct and personal and your main purpose is to give a clear overview and evaluation of the work.

7.3 Film Review

The film review is a popular way for critics to assess a film's overall quality. It will help the public to decide whether they should watch the movie or not. A good film review should contain both negative and positive aspects of the film.

Film review should contain;

- The title of the film in the introductory paragraph
- Genre (drama, romance, fantasy, thriller or comedy etc)
- Summary of the film
- Context or background information about the movie
- The director and his contributions to the film industry

- Creative elements in the movie (cinematography, camera, light and sound, music, choreography, costume designing, editing and art direction etc.)
- Actors and their performance
- Overall impression of the movie

7.4 Product Review

A product review is a report written by a customer on a product to help people decide if they want to buy it. The most common reasons why people look for product reviews are;

- To learn the pros and cons of a given product
- To find out if the product is meant for them
- To find out if the product is of high quality and easy to use
- To find out other user's experience with the product
- Before writing a review of any product you should,
- Research about the product
- Read the manufacture's website
- Get the product
- Use the product
- Know what readers are looking for
- List out the pros and cons of the product
- Common questions readers wish to see answered in a review are,
- Is the product convenient to use?
- Is it of a high quality?
- Is it suitable for someone like me?
- Have others had a good experience with the product?
- What are the pros and cons of the product?
- What alternatives are available, and how do they measure up?
- Is the product worthwhile?

7.4.1 Stages of writing a product review

Introduction: A good review introduction will not only catch the attention of the reader, but also provide a clear picture of the attractive features of the product.

Target group: Include information on who are the beneficiaries of the product, and why they want to use it. Teaching new customers about the product is an important aspect of a product review.

The main benefit: there are always some benefits a product has to offer, and listing them properly in the review will help the customer to make better use of it.

Be balanced: Talk about what you liked and disliked about the product. Compare the similar products available to buyers, analyse the pros and cons of the each.

Practical details: cover things like price, where to get the product, about the guarantee, delivery time and so on.

Conclusion: summarize the benefits and the flaws of the product and evaluate whether the product's quality is up to company's marketing.

7.5 Writing Case Studies

7.5.1 What is a case study?

A Case Study is a written account that gives detailed information about a person, group or thing and their development over a period of time. As an instructional strategy, case studies have a number of virtues. They bridge the gap between theory and practice and between the academy and the work place. They also give practice to students in identifying the parameters of a problem, recognizing and articulating positions, evaluating courses of action, and arguing different point of view.

7.5. 2 What are the uses of case studies?

- They can be used in lecture based or discussion based classes.
- They can provide all the relevant data students need to discuss and resolve the central issue, or only some of it. It helps the students to identify, and possibly fill in the missing information.
- They can challenge the students to examine multiple aspects of a problem, or just a circumscribed piece.
- They can challenge students to examine multiple aspects of a problem.
- They can make students to propose a solution for the cases or simply identify the parameters of the problem.

7.5.3 How to lead a case- based discussion?

- Take sufficient time to read and understand the case.
- Get some guidelines for how to approach a case.
- Analyse and evaluate the decisions each character made and their implications.
- Explain what you have done differently and why?
- Work in groups and make sure everyone is involved.
- Present solutions/reasoning.

7.6 Writing Reports

In this chapter we focus on how to write a good report. A report is a short, sharp, concise document which is written for a particular purpose and audience. It generally sets out and analyses a situation or problem, often making recommendations for future action . In academic terms, it might describe (a) an experiment you have conducted (b) a survey you have carried out (c) a composition of alternative proposals to deal with a situation.

7.6.1 Objectives of Learning

After the completion of this chapter you will be able to gather, evaluate and analyse relevant information for writing a report and make appropriate conclusions supported by the evidence of your findings.

7.6.2 Structure of a report

The title page: this should briefly and explicitly describe the purpose of the report. It also includes your name, the date and for whom the report is written.

Terms of references: under this heading you should include a brief explanation of who will read the report.

Summary: there needs to be a summary of the major points, conclusions and recommendations. It needs to be short as it is a general review of the report.

Introduction: the first page of the report needs to have an introduction. You will have to explain the problem and show the reader why the report is being made.

Body: This is the main section of the report. There should be several sections with each having subtitles. Information is usually arranged in the order of importance.

Conclusion: This is where everything comes together. In the conclusion, you should highlight the central issues or findings.

Recommendations: this is what needs to be done. In other words in this part, you should explain your recommendations, putting them in the order of priority.

Appendices: This includes all the supporting information you have used that is not published. This might include tables, graphs, questionnaires, surveys or transcripts.

References/Bibliography/glossary of technical terms

7.6.3 Types of reports

There are many types of report writing for organizations used for various purposes. We can broadly divide them as formal and informal. The formal report is the collection and interpretation of data and information. It is complex and used as an official level. It can be categorized as:

- Informational report
- Analytical report
- Recommendation report
- The informal reports help to inform, analyse and recommend. It is written according to organization style and review. Examples are;
- Progress report
- Financial report
- Feasibility report
- Credit report etc.

Let us look into some of the reports from both formal and informal types

7.6.4 What is a Recommendation Report?

A recommendation report is a paper that compares two or more products or solutions and makes a recommendation about which one is the best option. The purpose of this kind of report is to recommend a course of action. All recommendation reports address a real and important problem. To justify the options you recommend, you must first understand the specific needs of the business, organization or stakeholders you are writing for. Then you describe a set number of possible ideas for solving the problem cited at the beginning of your report. A recommendation report contains ;

- A cohesive and comprehensive overview of the recommended options.
- Information about how this option answers the need cited at the beginning of your report
- Specific details about how the idea could be implemented and provide justifications for its implementation.

After describing and evaluating your options, you will recommend the one you think is best and provide a discussion of the reason why you recommend it.

7.6.5 Evaluation report

The evaluation report is the key product of the evaluation process. It compares individual products, plans, programmes, properties, organizations, etc. against requirements and makes an evaluative judgment, whether it met its expectations or whether it is good or useful.

7.6.6 Feasibility Report: is a paper that examines a proposed solution and evaluate whether it is possible, given certain constraints. This type of report studies a situation and plan for doing something about it and then determines whether that plan is feasible.

7.6.7 Progressive report

A progressive report is an assessment that takes place during a project or process, that conveys details such as what sub- goals have been accomplished, what resources have been expected, what problems have been encountered, and whether the project or process is expected to be completed on time and within budget. In the progress report, you explain any or all of the following:

- How much of the work is complete
- What part of the work is currently in progress
- What work remains to be done
- What problems or unexpected things, if any, have arisen
- How the project is going in general

important functions of Progress Report:

- Reassure recipients that you are making progress, that the project is going smoothly, and that it will be complete by the expected date.
- Provide recipients with a brief look at some of the findings or some of the work of the project.
- Give recipients a chance to evaluate your work on the project and to request changes.
- Give you a chance to discuss problems in the project and thus to forewarn recipients.
- Force you to establish a work schedule so that you'll complete the project on time.
- Project a sense of professionalism to your work and your organization.

Types of Progressive report

In a year-long project, there are customarily three progress reports, one after three, six, and nine months. Depending on the size of the progress report, the length and importance of the project, and the recipient, the progress report can take the following forms:

- Memo—A short, informal report to someone within your organization
- Letter—A short, informal report sent to someone outside your organization
- Formal report—A formal report sent to someone outside your organization

Structure of a progressive report

In your progress memo or report, you also need to include the following sections: (a) an introduction that reviews the purpose and scope of the project, (b) a detailed description of your

project and its history, and (c) an overall appraisal of the project to date, which usually acts as the conclusion.

- Opening paragraph introducing the purpose of the memo and a reminder about the project topic
- Summary of the project
- Specific objectives of the project
- Scope, or limits, of the project
- Research gathered
- Overall assessment or appraisal of the project at this time

7.7 Surveys

Survey is a method of collecting information by asking questions. Sometimes interviews are done face to face with people at home, in school or at work. Other times, questions are sent in the mail for people to answer and mails back. Increasingly surveys are conducted by telephone. There are many instruments are to conduct surveys. Questionnaires are one of the main tools to collect information

7.7.1 What is a questionnaire?

A Questionnaire is a research instrument consisting of a series of questions for a purpose of gathering information from respondents. It can be thought of as a kind of written interview. There are two kind of questions are used in questionnaires.

Open ended questions: these are the types of questions that are used to allow the respondents to express their views in a free flowing manner.

Closed ended questions: multiple choice questions comes under this category. The user is restricted to answer their opinions through the options that is set by the surveyor.

When designing a questionnaire you should keep mind;

- Limit the number of questions
- Keep questions clear and simple and not too personal
- Balance open questions and closed questions.
- Collect necessary informations

7.7.2 Advantages of Questionnaires

1. Questionnaires are really inexpensive when they are handled properly. They can be cheaper than taking surveys which requires a lot of time and money.
2. Questionnaires can be of different types, written, postal, telephone and many other methods.
3. A single question or a topic can be asked to many at the same time without any kind of delay. Unlike surveys they don't have to go to each and everyone to get an opinion.
4. It is an effective method to get an opinion from a large number of people.
5. Large number of respondents can be possible varying in age, sex, occupation etc.
6. Question responses can be highly defined and specific, depending upon the type of questions asked in the questionnaire.

7.7.3 Disadvantages of Questionnaires:

1. The results for questionnaires are based only on the type of question being asked. If the questions are poorly worded or is biased in nature, then the result analysed will also be of the same nature.
2. Questionnaires can pose difficulties to the analyst if he/she is not familiar with the system based on which the questions are being asked. That is, the analyst may not be able to produce the required questions, and hence the required results cannot be achieved.
3. Questionnaires tend to give an alien feeling to many respondents and hence they are very impersonal irrespective of the situation. Thus, many people do prefer face to face conversations than answering questionnaires.
4. The response rate maybe poor in questionnaires, if people do not have time or they don't feel any importance in answering them. This is one of the main disadvantages of questionnaires.
5. Some participants may forget about the whole issue and tend to forget why such questionnaire was present in the first place.
7. Open ended questions may take a long time and will produce a large amount of data that will take time to analyse.
8. Respondents may answer the questionnaire superficially, if it takes time to answer such questions. This might lead to inadequate and maybe unwanted data to analyse the final result.

Model Questions

1. What is a review?
2. Write a full-length review of a movie you have watched recently.
3. Write a brief review of a book you have read recently.
4. What are the uses of product reviews?
5. What are case studies?
6. What are the main features of a report?
7. Write a report of the cultural activities of your college during the current academic year.
8. Mention the purpose of a questionnaire in a survey.

Books and web resources for Further Reading.

1. Stephen Bailey. *Academic Writing: A Hand book for International Students*. Second Edition. London, Routledge. (2006)
2. John Langan, *College Writing skills with Reading* (7th Edition) Boston: McGraw- Hill Higher Education.
2. Writing Resources. <http://writing.colostate.edu/learn.cfm>.
3. Writing guidelines, https://faculty.unlv.edu/kirschen/handouts/writing/general_writing_guidelines.html
4. Writing the case study. [https:// student.answ.edu.au/writing case-study](https://student.answ.edu.au/writing case-study).

UNIT VIII
WRITING FOR PROFESSIONAL PURPOSES II
WRITING CVS

Introduction

This unit focuses on professional writing. There are five topics that will be discussed in this unit: writing CVs, letter writing, writing memos, blog writing and etiquette/netiquette in writing. It provides an overview of approaches to professional writing and online writing. The goal of this unit is to provide students with practical techniques, suggestions and advice that can be immediately applied to improve skills in these areas.

What is a Curriculum Vitae?

Curriculum Vitae (commonly abbreviated to CV) is a Latin term that translates as “the course of one’s life”. It is a summary of your academic and work history. A well formatted CV could dramatically improve an individual’s chance to successfully obtain a desirable position.

CV, bio-data and resume

While a CV, bio- data and resume are roughly equivalent documents, there are important differences in its usage and content. Biodata, the short form of biographical data emphasis on personal particulars like date of birth, sex, nationality, marital status and so on. It has a specific format whereas Resume is an advertising tool for selling oneself as the most qualified candidate. It is typically used in business and there is no specific format for a resume. The most basic difference between CV and resume is in its length. A CV is used primarily when applying for fellowships and grants and it is static.

Components of a CV

A CV will have the following sections:

Personal Details: It is vital that the reader can spot, at a glance, not only your name but also precisely how to get in contact with you. Your CV should be headed with your name – boldly and clearly before any other details. Then you can add your address, phone number, email address, date of birth, sex, marital status, religion, aadhar number etc.

Professional Profile: Professional profile is a brief statement at the very beginning of a CV which conveys the reader an overall impression of your key personal and professional characteristics. This part includes your academic or personal experiences and your abilities which are crucial for the job.

Objectives: The task of the objective section is to explain your preferred career direction and details on what you hope to achieve from your future career. While writing an objective Statement you should write down the types of positions, types of organizations or settings, and specific skills you want to use or develop in your next job.

Educations and Qualifications: This part includes,

- Descriptions of your qualifications.
- The dates you received your qualifications
- What grades/class/marks/ you achieved
- The names of the institutions
- Special certifications, licenses, additional vocational trainings etc

Career History/work experience

Start with your present or most recent job and work all the way back to your very first job. In this part you need to specify;

- The dates you worked for each organization
- Your job title or function
- The name of the organization you worked for, along with location
- A compelling description of what your role entailed.

Key Skills: A Key Skill section is a summary of the main skills and abilities you are offering to a prospective employer. You can include your communication skills, interpersonal skills, administrative skills, organizational skills, presentation skills etc.

Achievements: In this section you can highlight your personal, professional and academic achievements.

Interests and Activities: You can simply summarize your interests and extracurricular activities in this section such as sports, acting, dancing, painting and creative writing etc.

References: The referees listed should be willing to confirm your claims. They can be your teachers, supervisors, former boss, even neighbours (if they are professionals connected with the job you are applying for).

Sample CV

Hannah Singh

1 Any Road, Anytown AN1 1CV

Telephone: 07700 900 389

Email: hannahsingh@example.com

Professional profile

A highly qualified MBA student with a unique combination of skills and capabilities acquired during studies and work experience. Able to demonstrate strong customer focus combined with a proven commitment to the achievement of targets and business objectives. Works effectively on own initiative with the organization and time management required to complete assignments on time and to the required quality standard. Enjoys being part of a successful and productive team and thrives in highly pressurized and challenging working environments.

Objective

Currently looking to secure a marketing internship within a forward thinking organization, one that will make best use of existing skills and experience while enabling further personal and professional development.

Education and qualifications

MBA: Masters in Business Administration (Graduate October 2009)

MASTA London School of Business (accredited by University of Scotland)

MSc.: Biotechnology (2007)

Paramedical College, Whalgar University, Calcutta, India

BSc: Biotechnology, Chemistry and Zoology (2005)

Kanpur University, Kanpur, India

Intermediate: Physics, Chemistry, Biology, English and Computer Science (2002)

High School: Mathematics, Science, Social Science, English and Hindi (2000)

Further skills

I.T. Proficiency: Word, Excel, C++, Internet and Email

Languages: Fluent English and Hindi; currently learning French

Work experience

2007–2009 Customer Care Officer, Pensions R Us Ltd

- Providing information and advice to employees of several major US hotel chains regarding
 - their pensions plans
- Advising on the availability of suitable pension plans and assisting with the transfer of plans
 - from one fund to another

Interests and activities

Currently include: Photography, Drawing, Reading (autobiographies and science journals), Swimming, Football and Badminton

Letter Writing

Introduction

Letter writing is an essential communication skill. In today's internet and email driven society, the need to write a letter arises less often than in the past. However, it is still necessary to present a formal letter to obtain information, to apply for a job, to write a complaint letter or simply to express your opinion in an effective manner. Before writing a letter you have to draw up certain things such as ;

- Decide the topic.
- Think about the receiver.
- Identify the purpose of writing
- Gather information you need and do additional research, if it is required.
- Make a simple outline of the points you need to cover.

Types of letters

Generally there are two types of letters; formal and informal or personal.

Informal letters have one or more of the following purposes;

- To think, to give news, to apologize, to invite to reply another letter.
- General format of an informal letter.
- Write your address and the date at the top right hand corner of the page.
- Begin with a salutation or greeting like 'Dear....'
- Set the main purpose of your letter in the beginning itself.
- No need to follow punctuation rules
- Use the last paragraph to send good wishes and mention your future meeting and so on.

- Finish letter with a farewell message like, love, best wishes, regards, see you soon, all my love etc.

The structure of a Formal letter

- All the lines aligned towards the left margin
- The first information you put on a formal letter is your name, address and the date.
- Then type the recipient's address. Use their full name and include their title (Mr., Mrs., Dr. etc.) If you don't know the person, begin with the position of the person
- Skip a line and write your salutation(Dear Sir,/madam/ Dear Manager etc)
- Begin the letter with the purpose and reference if any
- Keep to the point, be brief and give all the necessary information
- Conclude the letter with 'Yours Sincerely' or Sincerely.
- After the complimentary close , skip three lines and write your full name

Cover letters

A cover letter is a one- page document that, along with your CV, is sent with your job application. A strong cover letter makes your application stand out.

The basic format of a cover letter

Every cover letter should be included;

- Your contact information and date
- Employer's contact information.
- Paragraph 1: - reason of writing –
- Paragraph2: your offers to them
- Paragraph 3: What happened next
- Closing.

On writing Email

Email is short for 'Electronic Mail', similar to a letter and is widely used in all but most formal business situations. It is quick and the recipient can easily receive your mail as soon as they go online. Moreover it is more secure and low cost. You can attach photos, documents and other files to an Email, so that more information can be shared.

Format of an Email

An Email has:

- To
- Cc (Carbon Copy)
- Subject line: if the mail is a reply, there is a default subject line "Re"
- Salutation – optional
- Reason for writing
- Main point
- Developing of point – optional
- Additional Points – Optional
- Closing – optional
- Guidelines for writing emails
- It should be brief and clear.
- Avoid mistakes and edit carefully before sending

- Use a plain background to ensure your email is easy to read.
- Avoid writing sarcastic or angry comments
- If you are writing email to people within your company, avoid addressing them as Dear.
- Ending an email by writing like : Kind regards, Best wishes, Thanks and regards etc.

Punctuations in Emails

- Use Capital letters where necessary.
- You should avoid using too many abbreviations. However , there are some standard abbreviations which are generally understood, such as:

asap = as soon as possible

etc = et cetera

i. e. = for example

re = regarding

Writing summaries

What is a summary?

A summary is condensed version of a book, article or other piece of writing. It is not a rewritten form of the original. To write a summary, use your own words to express briefly the main idea and relevant details of the piece you have read. The purpose of writing a summary is to give the basic ideas of the original reading.

When preparing to write a summary;

- Understand the material you are working with.
- Try to identify the purpose of the reading.
- Identify what type of text you are dealing
- Skim the text and identify the main idea of the text, noting in your mind the titles and subheadings and highlight the important points
- Read with who, what, when, where, and why and how question in mind and take notes.
- Write down main points in your own words.
- Go through the process again, making changes as appropriate.

Main requirements for writing summary

- The summary should cover the original as a whole
- The material should be presented in a neutral fashion
- The summary should be the condensed version of the material presented in your own words.

Writing memos

A memo, short for ‘memorandum’, is normally used for communicating policies, procedures, or related official business within an organization. A memo’s purpose is to inform others about new or changed policy, procedures, organizational details, but it occasionally includes an element of persuasion. Here are some uses of memos;

- To announce meetings, events, changes
- To present decisions, directives, proposals, briefings
- To transmit documents (internal)

Memo Format

Company and/or department name (without address)

Heading

- To (who gets it)
- From (who sent it)
- Subject (what it's about)
- Date (when it was sent)
- Body (conveys message)
- Introduction
- Main points
- Close

Memo Style

- **Concise:** Make your sentences, paragraph, and overall memo as brief and as focused as possible.
- **Clear:** Get your purpose straight before you start, then plan what you want to say and in what order. Use your memo layout to help your reader (headings, bulleted lists, white space, as appropriate).
- **Direct:** Speak directly to your reader, as you would in person or on the phone. Do not pad your ideas with unnecessary details. Think of what questions your reader wants to be answered, and then answer them.
- **Clean:** Reread, revise, copy edit, and proof read.

Memo Structure

Subject Line: Summarizes the main ideas; think of it as being preceded by the words "This memo is about."

Introductory paragraph: Quickly inform the reader about what the memo is.

- Give your purpose of writing.
- Supply any relevant background information.
- Identify any task the memo is related to.

Body: Conveys the information and supporting details relevant to the memo's purpose

- Keep paragraphs short and focused; one main idea per paragraph.
- Keep sentences tight and informative
- Use bullets to list information

Close: End courteously (think of a phone call or face-to-face meeting), stating any expected outcome, action, or other information appropriate to your purpose. For example,

- "Please send me your comments and suggestions by January 16."
- "Let's meet next week to go over the next stage in the plan."

Writing Blogs

Definition of blog

A blog (shortening of "weblog") is an online journal or informational website displaying information in the reverse chronological order, with latest posts appearing first. It is a platform where a writer or even a group of writers share their views on an individual subject.

Blog (noun) – a journal or diary that is on the Internet.

Blogger (noun) – a person who keeps a blog – e.g. Bloggers are revolutionizing the way news is shared.

Blog (verb) – to write a blog – e.g. I am going to blog before breakfast this morning.

Bloggng (verb) – the action of writing a blog – e.g. Blogging is my way of sharing my passions with the world.

Blog structure

The appearance of blogs has been changing over time, and nowadays blogs include different items. But most of the blogs follow some standard features and structure. Here are common features that a typical blog will include:

- Header with the menu or navigation bar
- Main content area with highlighted or latest blog posts
- Sidebar with social profiles, favorite content, or call-to-action
- Footer with relevant links like a disclaimer, privacy policy, contact page, etc.
- In today's world a blog may contain many other elements, such as a display of recent posts, a plugin that automatically sends a new post details to Twitter or Facebook, image galleries and the ability to turn the post into an easy to print document.

Blog characteristics

There are some specialties which are common to blogs:

Archives

You may look at the front page of a blog and overlook its appearance. In most cases, they have few recent articles or links to other blog posts. But, much more is hidden below the surface. When you post a new article on your blog, it appears on the first page. The more content you post, it begins going down the list. Eventually, it will move to the next page (archive) of your blog.

Bells and widgets

Widgets are essentially on- screen tools that allow you to add extra functions with little efforts. Some of the most common widgets you will see on a basic, free blog site include:

- A counter displays visitor traffic on your blog
- A Search box that enables visitors to search your blog
- A list of categories that allows visitors to view your posts related to certain topics of interest.
- A list of key words that allow you to share direct links to your favourite websites and blogs

Comments

Feedback from visitors is critical to any blogger who writes and posts content online. Conversational posts encourage interaction with blog guests. At the end of every blog article, readers can share their different opinions via comments.

Go online and read few blog posts that are of your interest and share your opinion.

Create your Blog

The first thing you do when starting your blog is to purchase or use a domain or platform. There are some sites that offer free blogging include:

Wordpress.com

Blogger.com

MySpace.com

If you purchase a blog you can freely use your name or whatever online address you like. They offer you more storage space and allow you to customize the look and functions of your page.

Starting a Blog in Five Steps:

1. Choose a blogging platform, domain name, and hosting option.
2. Design your blog using a simple theme.
3. Modify your blog to get your desired look and feel.
4. Select the best plug-in for your blog.
5. Write compelling content that adds value to readers.

Blog related Terminologies

RSS: “really simple syndication” and “rich in summary”, an RSS alerts when a favourite blog is updated

Podcast: A digital audio file made available on the internet.

Flicker: An online photo storage site.

Ping: (Packet Internet Grouper) A notification to blogger that their blog is being referenced on another blog.

Dashboard: the screen hosting a blog’s controls and tools.

Technorati: the leading blog search engine that indexes posts from around the blogosphere in real time.

Search Engine: A program used to retrieve information from indexed documents, blogs, websites and networked system.

Guestbook: An online ledger in which visitors can indicate that they have stopped by.

SEO: stands for search engine optimization and refers to the process of improving your search engine ranking.

Page rank: A measurement of where a blog or website shows up in the search engines.

Etiquette /netiquette in Writing

Etiquette is the customary code of behavior in society among members of a particular profession or a group. While using internet we have to follow certain code of conduct to ensure the reputation of both personal and professional. This correct or acceptable way of using the internet is called netiquette. Here are some rules to follow as part of email etiquette: .

Maintain privacy: If you're sending a message to a group of people and you need to protect the privacy of your list, you should always use "Bcc." Additionally, avoid giving out e-mail addresses to a third party.

Keep separate accounts for personal and business or professional emails

Check emails at least once a day and respond in a timely fashion. .

Briefly introduce yourself: Do not assume the person receiving your e-mail knows who you are, or remembers meeting you. If you are uncertain whether the recipient recognizes your

e-mail address or name, include a simple reminder of who you are in relation to the person you are reaching out to.

Be clear in your subject line: With inboxes being clogged by hundreds of e-mails a day, it's crucial that your subject line gets to the point. It should be reasonably simple and descriptive of what you have written about.

Don't "e-mail angrily.": E-mailing with bad news, firing a client or vendor, expressing anger, reprimanding someone, disparaging other people in e-mails are all major no-no's.

Avoid using shortcuts to real words, emoticons, jargon, or slang: Words from grown, business people using shortcuts such as "4 u" (instead of "for you"), "Gr8" (for great) in business-related e-mail is not acceptable.

You wouldn't put a smiley face or emoticon on your business correspondence, you shouldn't put it in an e-mail message.

Your e-mail is a reflection of you: Every e-mail you send adds to, or detracts from your reputation. If your e-mail is scattered, disorganized, and filled with mistakes, the recipient will be inclined to think of you as a scattered, careless and irresponsible person.

Fax transmissions

Always remember faxing documents is a business process. As such, keep in mind these basic guidelines:

- Always include a cover page, free of any unnecessary information or artwork. Include on the cover sheet your name and contact information, the number of pages (including the fax cover sheet), the intended recipient and any other pertinent information.
- After transmitting your fax, make a follow up call to the recipient. This does not require an in-depth discussion on what the fax contained. You are simply confirming the fax was received.
- Use discretion when faxing sensitive or confidential information. If you are sending personal information, let the individual know you are sending the fax beforehand. One way to avoid this type of issue is to use an online faxing service. These services send faxes directly to a personal computer.
- Keep a copy of fax transmissions in case they are needed to confirm that they were sent
- Respect the privacy of confidential faxes received. Don't share personal information with your coworkers.
- If you receive a fax in error, let the sender know by giving them a call. Usually, it is requested that you destroy any faxes received in error.

Business Card Etiquette

Business cards are the staple of business success. Here are ten basic rules to follow for the profitable and productive exchange of business cards.

1. Never leave your home or office without your cards and have plenty of them. There is nothing more unprofessional than the business person who has to say, "Oh, I'm sorry. I just gave out my last card." or "I'm sorry. I didn't bring any with me."

2. Keep your cards in a business card case or in something that protects them from wear and tear. A crumpled business card makes a poor first impression.
3. Know where your business cards are at all times. The person who has to go through every jacket and pants pocket or every nook and cranny of a briefcase to find those business cards loses credibility immediately.
4. Hand them out with discretion. Those people who believe in doling them out in multiples of 12 send a message that their cards aren't worth much.
5. Always make a comment about a card when you receive it. Note the logo, the business name or some other piece of information. This places value on the card.
6. Keep your business cards up to date. When any of your contact information changes, add the new one immediately.

Suggested reading;

John Langan, *College Writing Skills with Reading*. (Seventh Edition) Boston: McGraw –Hill Higher Education (2008)

Greenlaw, Raymond, *Technical Writing, Presentation Skills and Online Presentation*. .USA: Information Science Reference, (2012)

Kathleen T. McWhorter. *Successful College Writing: Skills, Strategies, Learning Styles*. Boston: Bedford, (2010)

Dr. Jacob George, Dr. Anwar Sadath : *Writing for Academic and Professional Success*, Calicut University Edition, 2017.

Web Resources

<http://lydiaramsey.com/business-card-etiquette/> <https://www.inc.com/guides/2010/06/email-etiquette.html>

<https://thewritelife.com/how-to-start-a-blog/>

<https://websitesetup.org/start-a-blog/>

Writing Resources, <http://writing.colostate.edu/learn.cfm>

Writing the case study, [http://student.unsw.edu.au/writing- case-study](http://student.unsw.edu.au/writing-case-study)

Model Questions

1. Difference between CV and Resume.
2. What are the components of a CV?
3. Prepare a cover letter and CV for the post of Research Assistant in Department of Commerce, Calicut University.
4. Write a formal letter to your local municipal authorities inviting their attention to the problems regarding stray dogs.
5. Write down the basic format of an Email.
6. What is a summary?
7. What are the procedures of writing a summary?
8. What is a memo?
9. Write a review of the latest movie you saw for posting on your blog.
10. What are the important elements of email etiquette?

**SECOND SEMESTER B.A/B.Sc/B.Com. DEGREE EXAMINATION, SDE
MODEL QUESTION PAPER-1
Common Course English
A03 – WRITING FOR ACADEMIC AND PROFESSIONAL SUCCESS**

Time: 3Hours

Maximum : 80 Marks

I. Answer the following questions:

Choose the Correct Answer:

1. is a non academic material.
(Theses/Books/Seminar/Television)
2. Academic essay usually containsvocabulary.
(Technical/Non Technical/Simple/Slang)
3. Non academic essay containsending.
(Clear/Abrupt/Formal/Detailed)
4. APA stands for
a) American Psychological Association (b) American Physics Association
(c)American Psychiatry Association (d) Asian Psychology Association.
5. Plagiarism is a/an.....
(Offence/Review/Agreement/Writing)

B. Fill in the blanks:

6. Writing tasks assigned to students at college /university is generally referred to as-----
7. The high frequency words in English language are referred to as-----
8. A -----is a rhetorical mode suitable for relating a sequence of events or thoughts.
9. The word blog is the short form of
10. ----- is a method of collecting information by asking questions. (10x2=20 marks)

II Answer any TEN of the following questions in two or three sentences each:

(10x2=20 marks)

11. How do you define academic writing?
12. What are discourse markers? Give examples.
13. What is a questionnaire?
14. What are the implications of using others' material as one's own?

15. What are the different types of sentences?
16. What are the procedures of writing a summary?
17. What are the important elements of Email etiquette?
18. What is Parenthetical citation?
19. What are the three types of paragraphs in an academic writing?
20. What are the uses of product reviews?
21. What are the popular style guides in use today?

III. Answer any FOUR of the following questions in a paragraph each: (4x5=20)

22. Write a brief review of a movie you have watched recently?
23. Narrate an incident from your life in a paragraph using the principles of narrative writing.
24. What are the main features of a report?
25. Explain the structure of an academic essay with suitable illustrations.
26. Write a paragraph on the importance of parallelism in writing with suitable examples.
27. What are the components of a CV?
28. Write about different types of reports

IV. Answer any TWO of the following questions in about 300 words each: (2x15=30 marks)

29. Prepare a cover letter and CV for the post of Research Assistant in Department of Commerce, Calicut University.
30. Write a five –paragraph essay on any of the following topics employing the rules and techniques of writing academic paragraph and essay:
 - a) Development and environment
 - b) Globalization and its impact
 - c) The menace of ragging in college campuses.
 - d) Influence of social media on youth.
31. Write a summary of a book that you have read recently.
32. Write a suitable content for a blog on “travelling in Kerala”
