

# The Purpose of Academic Writing

DBA • Academic Writing Course



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# Academic Writing

- » Purpose
- » Characteristics
- » Definitions

## Academic Research

...is about investigating ideas and building knowledge.

## Academic Writing

...is about sharing this knowledge (and your perspective) and will be based on:

- (a) Critiquing existing research (e.g. “Literature Review”)
- (b) Detailing your research in relation to existing research
- (c) Discussing the implications of your research to both existing and future research on the given topic

## Characterisation

- » It is different from other kinds of writing (e.g. personal communication, literary, journalistic) in terms of **audience**, **tone**, and **purpose**

## Definition

- » In general terms, academic writing is (a) any non-administrative writing conducted at university and (b) that used for publications that are read by university lecturers and researchers.

## Purpose

- » *“Evidence-based knowledge creation”*

# The Academic Writing Process Stylised:

## **Point**

- » Presenting new perspectives (“point”)

## **Proof**

- » Substantiating this point with your own research (“proving” the point)

## **Commentary**

- » Relating your “proof” back to that of existing research and theory by writing an essay or report (“commenting” upon your research)

# Practice: Academic Essays vs. Academic Reports



# Practice: Academic Essays vs. Academic Reports

## » **Some similarities first!**

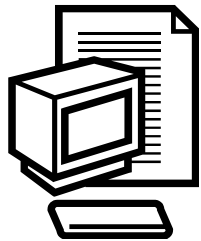
- » Both contain critical analysis
- » Both use formal academic language
- » Both will need to be well structured and presented
- » Both will have some form of introduction, main body and conclusion

- » **Doctorates** are awarded to individuals who can demonstrate *their own knowledge* of a given subject — not for rewording existing knowledge.
- » Your doctoral thesis **must be written in your own words**
- » To some extent, it **must add to the existing knowledge** on the topic you focus on
- » To achieve this, you will need to **read extensively** in order to set your ideas and theories against those on the topic already in print
- » Therefore throughout your thesis, you will need to
  - (1) **Cite** where you use *someone else's ideas*
  - (2) **Quote** when you use *someone else's words*
  - (3) Add cross-referencing information on every source to a **Reference list**



The purpose of referencing is:

- » To give credit to the those whose words or ideas you are using to support what you are arguing/explaining
- » Make your writing more credibility
- » Allows readers to **cross-reference** your sources easily



**Cross-referencing:** allows readers to locate the publication information of source material. This is of great value for researchers who may want to locate your sources for their own research projects.

- » If you do not give credit to those whose work you use, you are guilty of **PLAGIARISM**, which is a **VERY** serious violation of academic integrity.

## Definition of Plagiarism

Plagiarism is deliberately presenting another person's work as your own without acknowledgement.

Examples of plagiarism include, but are not limited to, the following:

- Using the work of someone else or changing some words and keeping the same structure and the same meaning without noting the source(s) and submitting it as your own work.
- Taking text from many other sources and putting the pieces together as one document and submitting it as your own work without noting the source(s).
- Downloading information, pictures or charts from the Internet and inserting that material into your own document and submitting it as your own work without noting the source(s).



# How Do You Avoid Plagiarism...

... **cite, quote** and **reference** *every* source you use

» **Citations** (indirect quotations)

- » Paraphrase (or summary) from the source in your own words
- » Author's name/s, publication year and, page number

» **Direct quotations**

- » Original passage copied directly from the source
- » “Quotation marks”, author's name/s, publication year and, page number

# Plagiarism Will Be Detected!

Help Close

### Paper Information

<b>Author:</b> Todd Moe C1	<b>Assignment:</b> Demo Assignment 1	<b>Save report to disk:</b> 
<b>Title:</b> sample doc 1.htm	<b>Submitted:</b> 2006-04-04 16:58:12 EST	<b>Print version:</b> 
<b>Matching:</b>  100%	<b>Paper ID:</b> 41429	<b>Direct link:</b> 

### Suspected Sources

Click on a source to view the original, or click on the magnifying glass to see the source highlighted in the text below.

 Highlight All  Unhighlight All

- ☐ [http://www.mydropbox.com/get\\_paper2.pl?id=173022&digest=e7f5045f1cdf95f3ad7f8977d52a9a50](http://www.mydropbox.com/get_paper2.pl?id=173022&digest=e7f5045f1cdf95f3ad7f8977d52a9a50) 
- ☐ <http://www.netessays.net/viewpaper/27185.html> 
- ☐ [http://www.mydropbox.com/get\\_paper2.pl?id=173023&digest=aa71c6bd185cf2d2b484fb6917d6a3cb](http://www.mydropbox.com/get_paper2.pl?id=173023&digest=aa71c6bd185cf2d2b484fb6917d6a3cb) 
- ☐ <http://www.the-innovation-group.com/ChemProfiles/Calcium%20Chloride.htm> 
- ☐ <http://www.peterschemical.com/Calcium%20Chloride.htm> 
- ☐ [http://www.dcchem.co.kr/english/product/p\\_basic/p\\_basic03.htm](http://www.dcchem.co.kr/english/product/p_basic/p_basic03.htm) 
- ☐ <http://www.calciumchloride.com/concrete.shtml> 

 Re-process the paper without the selected sources

### Paper Text

Click on the text to see more info about the source.

- Prejudism in the 1930s, down in the Southern United States, was not good
- Calcium chloride is used for such things as dust control, road deicing, and to assist in oil and gas drilling.
- It is easily manufactured for a variety of

### » **Obvious Examples of Plagiarism**

- » Submitting a paper you have borrowed or purchased from someone else
- » Copying information from the internet and passing it off as your own
- » Copying someone else's work without referencing it properly

### » **Less Obvious Examples of Plagiarism**

- » Using similar wording when paraphrasing a source
- » Building on someone else's ideas without referencing them adequately
- » Citing and quoting constantly and not adding any of your own ideas

# Academic Writing

- » **Coherent** — each sentence is connected to the topic of the paper and within the given paragraph
- » **Concise** — sentences do not contain unnecessary words and always have a clear, unambiguous purpose

There tends to be a rather formulaic approach to the structuring of documents in academic writing:

- (1) Evaluate existing knowledge in a given area
- (2) Describe how your research (new knowledge) was discovered  
(e.g. by way of experimentation, synthesis or first-hand research)
- (3) Discuss the implications of this new knowledge both on existing knowledge and future research etc.

Furthermore, academic writing should be written in

- (1) A formal and impersonal manner
- (2) Using appropriate language and style-conventions
- (3) Allowing readers easily to check the review of existing knowledge and repeat the activity to confirm/contest the new knowledge.  
(achieved by giving references to all cited instances of previous knowledge)



Academic writing is formal and follows some standard conventions.

- (1) It must be based on solid evidence
- (2) The analysis must be logical and coherently set out
- (3) It must be presented accurately in an unambiguous manner

- » However, each academic discipline has its own idiosyncrasies
- » Doctoral level research into Business Administration tends to fall within the field of “**social sciences**” and thus, follows its conventions

# Practice: Finding Academic Journals

- » Go to: [www.library.uaeu.ac.ae/](http://www.library.uaeu.ac.ae/)
- » Proxy server (if needed): [ezproxy.uaeu.ac.ae/login](http://ezproxy.uaeu.ac.ae/login)
- (1) Identify some journals that are aligned to your area of research.
- (2) Scan, or skim-read a selection of papers and make notes on:
  - a. The structure and layout of the papers within the given journal/s
  - b. The kind of language that is used
  - c. The citation style and the way in which the references are formatted
- (3) Note down the information necessary for referencing the given paper/s.