

Session 2

Academic writing:
style, referencing

What is “good” Academic Writing?

Individual Task

Write down your ideas on the sticky notes.

— One idea per sticky note!



What is “good” Academic Writing?

Groups of 4 – 5

- Share your ideas with your group.
- Decide which ideas are related to each other. Organize the notes into categories.
- Name the categories.

Make a poster summarizing your group’s ideas, be prepared to present your ideas to the others.



What is “good” Academic Writing?

1. **Objectivity**
2. **Complexity:** lexically and grammatically more complex
3. **Formality**
4. **Precision with facts & figures**
5. **Explicitness:** signposting / linking ideas
6. **Accuracy:** narrow specific terminology
7. **Hedging:** cautious language indicating a degree of certainty
8. **Responsibility:** support claims with evidence, use sources, critically assess sources

(Gillet, 2015)

WHO?

WHY?

WHAT?

”

Audience

WHY?

Who is the text for?

e.g. Professor, Journal editor, Public, Employer...

WHAT?

”

Audience

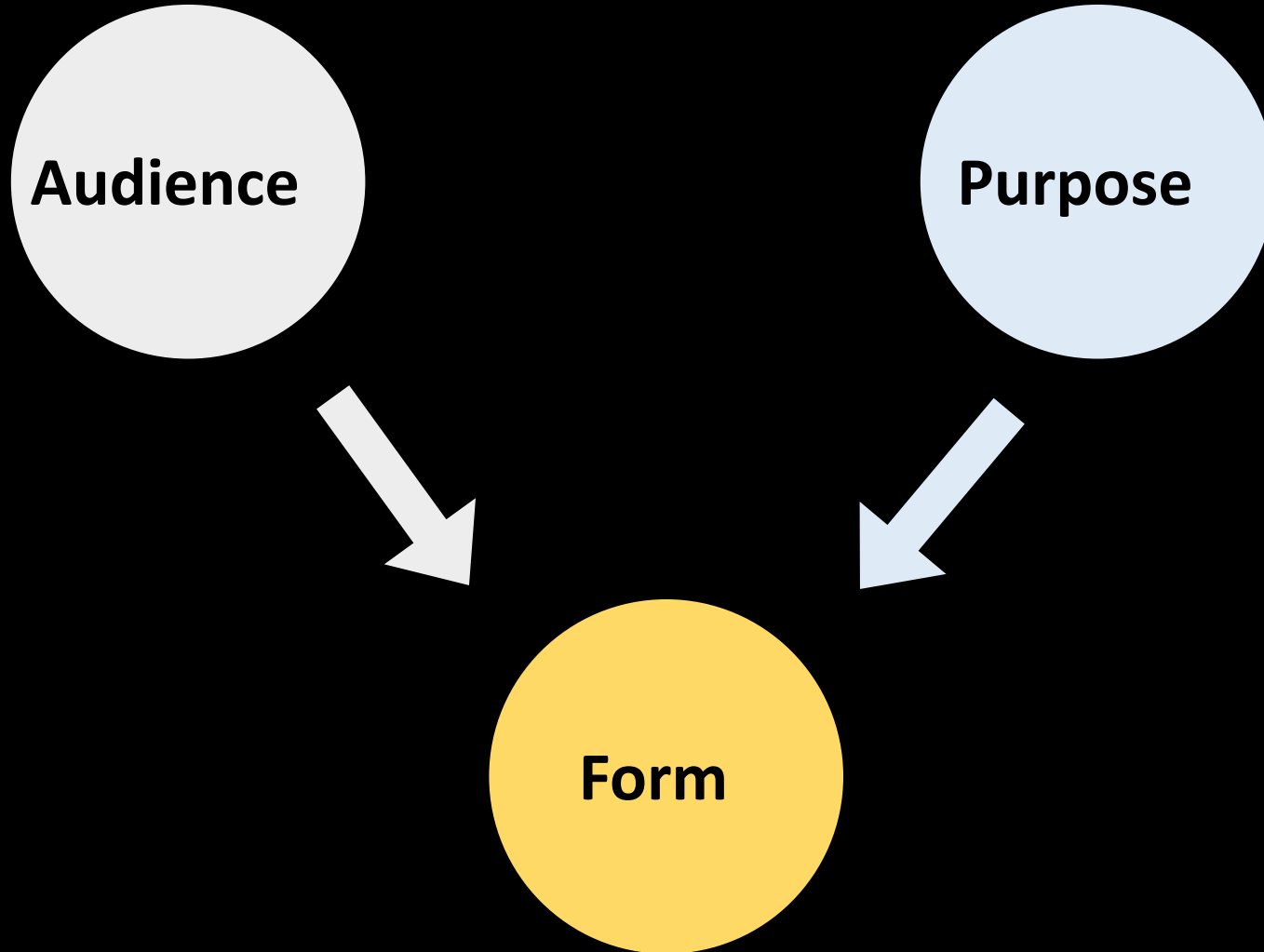
Purpose

Why write the text?

e.g. to inform, to persuade, to argue, to describe, etc.

WHAT?

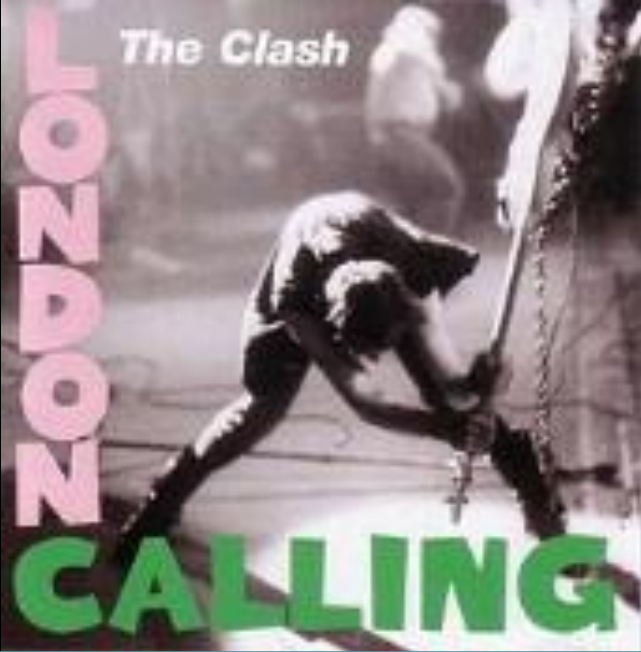
”



GENRE & STYLE

e.g. formal versus informal style, vocabulary choice, order of information, level of detail, etc.

”



What is genre?



Writing genres

1. What would be some examples of genres in writing?
2. How do academic writing genres differ from other writing genres?



Text Detectives

1. Read the sample texts.
2. With a partner, decide what the genre, audience and purpose is for each.
 1. Underline/highlight the features of the texts that helped you decide. Why are these features significant?
 2. Be prepared to share your answers with the class.



Text 1

Encased in sleek brushed stainless steel, this mighty little coffee machine looks great on your work surface (without taking up too much kitchen space) and marries beautiful design with exceptional functionality and ease-of-use. You'll be able to make your choice of espressos, cappuccinos and caffe lattes, bringing barista style coffee into your own home.

Bar pressure indicates the pressure at which the water is forced through the ground coffee. The espresso, latte or cappuccino is created using good bar pressure of 15 bar or above and the Allure Espresso uses this 15 bar pump system to ensure maximum flavour with every cup, and ensures your espresso is served with a crema layer, every time.



Text 1: Marketing Blurb on Amazon (edited)

Descriptive
language appeals
to the senses

Emotive, engaging

Exaggerated,
unsubstantiated
claims

Directly addresses
the reader. Uses
contractions

Encased in sleek brushed stainless steel, this mighty little coffee machine looks great on your work surface (without taking up too much kitchen space) and marries beautiful design with exceptional functionality and ease-of-use. You'll be able to make your choice of espressos, cappuccinos and cafe lattes, bringing barista style coffee into your own home.

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Text 2.

About Russell Hobbs

At Russell Hobbs, products offer more than just quality, style and innovation – they help create delicious moments to be savoured. That first cup of coffee in the morning, the warmth of a freshly ironed shirt, the simple joy of sharing a freshly cooked meal with family – these are the things that truly matter.

From kettles and toasters to irons and food preparation, all appliances offer stylish ways to make your life easier. Designed with real people in mind, for solutions that help make home life even more enjoyable.

We're Russell Hobbs, at the heart of your home.



Text 2: Information on company website

About Russell Hobbs

Targets emotions (pathos) rather than logic (logos)

At Russell Hobbs, products offer more than just quality, style and innovation – they help create delicious moments to be savoured. That first cup of coffee in the morning, the warmth of a freshly ironed shirt, the simple joy of sharing a freshly cooked meal with family – these are the things that truly matter.

From kettles and toasters to irons and food preparation, all appliances offer stylish ways to make your life easier. Designed with real people in mind, for solutions that help make life even more enjoyable.

We're Russell Hobbs, at the heart of your home.

Corny appeal to family values and the home

Corny appeal to family values and the home



Text 3: Trade journal review

The New Russel Hobbs *18623 Espresso Coffee Maker*

According to the manufacturer, the brushed stainless steel Allure Espresso Machine provides the user with excellent aesthetic appeal for use within an average kitchen space, combining industrial design with exceptional functionality and ease-of-use. Moreover, it offers a wide selection of coffees, including milk-based alternatives, such as lattes and cappuccinos, enabling users to reproduce barista-style coffee.

Bar pressure indicates the pressure at which the water is forced through the ground coffee. In their much-cited study, Schroder et al. (1995) reveal that espressos, lattes or cappuccinos are best created using a bar pressure of 15 bar or higher. Under multiple hydrostatic tests of 10 different commercially purchased units, the Allure Espresso Machine was found to offer between 14.4 and 16.7 bars. Thus, it may be reasonably assumed that in general use this unit will ensure the minimum requirements for correct espresso coffee making. However, longitudinal studies are still required to ascertain the durability over the potential lifetime of the product (i.e. within the given warranty period).



Text 3: Trade journal review

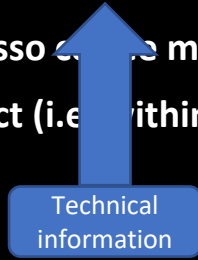
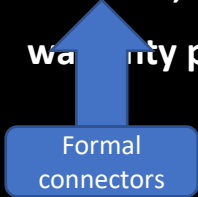
The New Rus **8623 Espresso Coffee Maker**



According to the manufacturer, the brushed stainless steel Allure Espresso Machine provides the user with excellent aesthetic appeal for use within an average kitchen space, combining industrial design with exceptional functionality and ease-of-use. Moreover, it offers a wide selection of coffees, including milk-based alternatives, such as lattes and cappuccinos, enabling users to reproduce barista-style coffee.

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However, longitudinal studies are still required to ascertain the durability over the potential lifetime of the product (i.e. within the given warranty period).



Text 4.

Russell Hobbs

Russell Hobbs is a British manufacturer of [household appliances](#) founded by William Russell and Peter Hobbs. In 1952, the duo designed the world's first automatic coffee percolator, the CP1, with Russell's ingenuity and opened their business at 1 Bensham Lane in [Broad Green, Croydon](#), Surrey. In the early years, Russell was in charge of product development, and Hobbs was the sales director. Russell's de facto ultimate safety test for any new product was to *pour half a pint of boiling gravy on it*. By the late 1960s, it had become the primary [kettle](#) maker in the [United Kingdom](#) marketplace.

Subjected to many corporate acquisitions through its history, its head office is currently sited in [Failsworth, England](#), but it no longer manufactures its products in the UK, having moved its manufacturing operation to [East Asia](#).^[1] In 2010, [Spectrum Brands Inc.](#) acquired Russell Hobbs, Inc. and in 2011, the Russell Hobbs business in the UK was reorganised to become Spectrum Brands (UK) Ltd. Spectrum Brands in the UK now design and manufacture consumer products in addition to Russell Hobbs, including the brands Remington, IAMS, Eukanuba, Tetra, FURminator, Rayovac and VARTA.

Sources

Russell Hobbs (n.d.) "About Russell Hobbs". Retrieved 7.02.2022 from: <https://sg.russellhobbs.com/about-us>

Spectrum Brands Inc. (2014) "Russell Hobbs 18623 Espresso Coffee Maker". (Commercial Product from Website.) Retrieved 15.01.2014 from: <http://www.amazon.co.uk/Russell-Hobbs-18623-Espresso-Coffee/dp/B009JXUUPY>.

Russell Hobbs (Jan 3, 2022) in *Wikipedia*: https://en.wikipedia.org/wiki/Russell_Hobbs

Exercise adapted from Maurice Forget (2014)



Text 4: Wikipedia article (edited)

Russell Hobbs

Hyperlinks

Russell Hobbs is a British manufacturer of [household appliances](#) founded by William Russell and Peter Hobbs. In 1952, the duo designed the world's first automatic coffee percolator, the CP1, with Russell's ingenuity and opened their business at 1 Bensham Lane in [Broad Green](#), [Croydon](#), Surrey. In the early years, Russell was in charge of product development, and Hobbs was the sales director. Russell's de facto ultimate safety test for any new product was to *pour half a pint of boiling gravy on it*. By the late 1960s it had become the primary [kettle](#) maker in the [United Kingdom](#) marketplace.

Rather formal

Subjected to many corporate acquisitions through its history, its head office is currently sited in [Failsworth](#), [England](#), but it no longer manufactures its products in the UK, having moved its manufacturing operation to [East Asia](#).^[1] In 2010, [Spectrum Brands Inc.](#) acquired Russell Hobbs, Inc. and in 2011, the Russell Hobbs business in the UK was reorganised to become Spectrum Brands (UK) Ltd. Spectrum Brands in the UK now design and manufacture consumer products in addition to Russell Hobbs, including [Tremington](#), [IAMS](#), [Eukanuba](#), [Tetra](#), [FURminator](#), [Rayovac](#) and [VARTA](#).

Citation



A”

England 1066 AD

Formality – Verbs

Anglo-Saxon verbs

- Be
- Do
- Get
- Give
- Be going to
- Happen
- Have
- Have to
- Mean
- Put
- Use

Latinate verbs

- Be situated, be listed, serve as
- Perform, implement, execute
- Become, acquire, procure
- Provide, supply, contribute
- Will
- Occur
- Possess, include, contain
- Should, must
- Denote, indicate
- Place, attach, insert
- Employ, utilize, apply, exploit



Lar

Active verb crossword

- In groups of three or four, open the handout in MyCourses and play the active verbs game

Formality – Nouns

Informal

- a thing
- know-how
- trouble
- an idea
- the meaning (of)

Formal

- a device, object, instrument
- expertise
- difficulty, challenge
- a concept, plan, notion
- the purpose, aim, objective, target



Formality – Adjectives

Informal







- good
- bad
- small, tiny
- big
- different

Formal

- suitable, effective, beneficial
- poor, ineffective, unsuitable
- minute, insignificant
- major, high, large, great
- various, a variety of, separate








Thesaurus

design   [see definition of design](#)    show **all** 

noun **sketch, draft** *noun* **artful conception** *noun* **intention** *verb* **plan, outline** *verb* **create, conceive**

[Colourful crutches](#) Ad
www.coolcrutches.com/
lightweight, comfortable, quiet, coloured crutches

Relevance  A-Z Complexity  + Length  +

Synonyms for design Common Informal  

noun **sketch, draft**

| | | | | |
|--------------|---------|--------------|-------------|-------------|
| architecture | layout | scheme | delineation | outline |
| arrangement | map | study | depiction | paste-up |
| composition | method | blueprint | diagram | perspective |
| construction | model | chart | doodle | tracery |
| drawing | pattern | comp | dummy | tracing |
| form | picture | conception | formation | treatment |
| idea | plan | constitution | makeup | |



Introducing Work

Referring to Sources

Describing Methods

Reporting Results

Discussing Findings

Writing Conclusions

HOME »

Compare and Contrast

GENERAL LANGUAGE FUNCTIONS

Being Critical

Being Cautious

Classifying and Listing

Compare and Contrast

Defining Terms

Describing Trends

Describing Quantities

Explaining Causality

Giving Examples

Signalling Transition

Writing about the Past

By understanding similarities and differences between two things, we can increase our understanding and learn more about both. This usually involves a process of analysis, in which we compare the specific parts as well as the whole. Comparison may also be a preliminary stage of evaluation. For example, by comparing specific aspects of A and B, we can decide which is more useful or valuable. Many paragraphs whose function is to compare or contrast will begin with an introductory sentence expressed in general terms.

Introductory Sentences: Differences

X is different from Y in a number of respects.

X differs from Y in a number of important ways.

There are a number of important differences between X and Y.

Women and men differ not only in physical attributes but also in the way in which they ...

| | | | |
|--------------|-------------------|--|------------------------------|
| Smith (2003) | found observed | distinct significant notable considerable major only slight | differences between X and Y. |
|--------------|-------------------|--|------------------------------|

ABOUT PHRASEBANK



Referencing

Why should you reference your sources?

- To avoid accusations of plagiarism
- To place your arguments/ findings within a specific research tradition/
field

How to reference

- In text citation
- Entry in reference list

Referencing styles

Different formats

Author/Date (Jones, 1998)

Author/page (Smith 66)

Numeric [1], (3), ¹



Referencing styles

Look at two of the sources you used for researching your project in Thematic studio 1.

- Do they include references?
- What referencing style do they use?



Example: Author/date (APA)

In text citation:

According to Jones et al. (2019, p. 4.), exposure to violent video games causes ‘no serious detrimental effects for most players’.

Last year (2021) was one of the seventh warmest years on record (WMO, 2022)



Example: Author/date (APA)

In text citation:

Use 'et al.' when 3
or more authors



Include page
number for quote



Include quotation
mark for quote



According to Jones et al. (2019, p. 4.), exposure to violent video games causes 'no serious detrimental effects for most players'.

Last year (2021) was one of the seventh warmest years on record (WMO, 2022)

The organization is
the author



Example Author/date (APA)

Reference list

Jones, A. T., Smith F. H., Green, P. (2019). Long-term affect of violent video games on mood and behaviour. *Psychology Today* 15(3), 5–13.

World Meteorological Association (2022, January 19). 2021 one of the seven warmest years on record, WMO consolidated data shows. Retrieved from <https://public.wmo.int/en/media/press-release/2021-one-of-seven-warmest-years-record-wmo-consolidated-data-shows>

Example Author/date (APA): journal article and online press release

Reference list

Jones, A. T., Smith F. H., & Green, P. (2019). Long-term affect of violent video games on mood and behaviour. *Psychology Today* 15(3), 5–13.

All names included.
Last name first, then initials

Name of article

List in alphabetical order

Name of publication in which it appeared

Year/month/date
For newspaper articles and press releases

World Meteorological Association (2022, January 19). 2021 one of the seven warmest years on record, WMO consolidated data shows. Retrieved from <https://public.wmo.int/en/media/press-release/2021-one-of-seven-warmest-years-record-wmo-consolidated-data-shows>

URL where the article originated



Example: numerical (IEEE) book and journal article

Recent developments in AI have revolutionized medical diagnostic practices [1].

Brown [2] claims that hydrogen will never replace fossil fuels as a source of energy.

”

Example: numerical (IEEE): book and journal article

Reference list

[1] B. Klaus and P. Horn, *The Future of AI*. Cambridge, MA: MIT Press, 2019.

[2] J. P. Brown, "The future of hydrogen," *J. Basic Eng.*, D, vol. 83, pp. 95-108, Mar. 2021.

Example: numerical (IEEE): book and journal article

Reference list

[1] B. Klaus and P. Horn, *The Future of AI*. Cambridge, MA: MIT Press, 2019.

Book title in italics

List in numerical order

Article title in quotes

[2] J. P. Brown, "The future of hydrogen," *J. Basic Eng.*, D, vol. 83, pp. 95-108, Mar. 2021

Initials first, then last name

”

Resources for referencing

Apps

Endnote (free to install for Aalto students: <https://www.aalto.fi/en/services/reference-management-software-endnote>)

RefWorks (no longer free for Aalto users)

Zotero (commercial software)

Mendeley (commercial software)

Online resources

Purdue OWL: https://owl.purdue.edu/owl/research_and_citation/resources.html



Reporting verbs

Beyond 'said'

With a partner, think of a list of at least 10 reporting verbs that could be used to introduce the ideas/ findings of others



Reporting verbs

Read through the handout on reporting verbs

Consider:

Which verbs are unfamiliar to you?

Which ones would you like to make part of your active written vocabulary?



Report it!!!

Use an appropriate reporting verb to introduce a paraphrase of the following:

“The technique could possibly represent a breakthrough in the field” (Jones, 2020).

“It is unquestionably the most serious crisis facing our planet” (Brown, 2018).

“It is doubtful whether measures such as tax rises would be effective” (Green, 2000)

“Successful process design requires the presence of three key factors” (Smith, 1999)

“In sum, based on the study findings, more attention should be directed to student welfare” (Walker, 2012)

“Claims that COVID vaccines cause soft-tissue cancer are completely unfounded”
(Knowles, 2022).



Homework

No contact teaching next week

Instead:

- Complete the two online presentation modules
- Watch the video and do the quiz on topic sentences

