**Five Common Reasons Research Papers are Failures**

1.The paper is filled with grammatical errors. If your paper has brilliant things to say but no one can understand your sentences, it is a failure.

2.The paper does not follow MLA / APA formatting standards. Non-standard title pages andsloppy headings or reference lists tell the reader that you are neither competent nor professional as a writer.

3.The paper has no clear thesis. If you merely present information or describe a topic without taking a position which the reader can recognize and follow, there is little reason to read the paper.

4.The paper has a confusing structure. The paper jumps randomly from idea to idea without presenting an understandable sequence or order.

5.The paper’s evidence is weak. The paper does not cite its claims, or it presents vague evidence or generalizations (“Koreans believe”—“Many people nowadays”) with no quotations or data.

The **reason** you write an academic paper is to inform and convince the reader to accept your position.

The **point** of academic writing is not to ‘beat’an imaginary opponent but to win over the reader to your position through persuasion