# **Some Guidance on the Writing Techniques**

1. If you, as a student, are receiving mixed messages, the advice would be to try to avoid using the “first person” – I and We.

Below are some examples of techniques you can use to avoid using the first person and depersonalise your language:

|  |  |
| --- | --- |
| I | The author/This writer |
| I interviewed ten members ….. | Ten members were interviewed |
| I observed that ….. | It was observed that …. |
| I found the results unusual …… | The results were unusual ….. |
| I believe that …… | It can be argued that ……/ There is reason to believe that …… |
| I considered it unethical to ask …. | It was considered to be unethical ….. |

1. THE USE OF ACADEMIC WORDS RATHER THAN COLLOQUIAL LANGUAGE

This does not mean that your writing should be full of “management-speak”, but you should try to avoid the use of everyday language. Some examples are shown below:

|  |  |
| --- | --- |
| Instead of ….. | Think of using …… |
| Very | highly, considerably |
| Often | Frequently |
| Especially | Particularly |
| saw, noticed | Observed |
| Shows | demonstrates, indicates |
| got rid of | Eliminated |
| Did | carried out, conducted |
| So | therefore, consequently |
| But | however, nevertheless |
| People | Subjects |
| Seems | Appears |
| a lot | Widely |
| different from | Distinct |
| Important | Significant |

1. NEVER USE UNCONVENTIONAL SPELLINGS – PARTICULARLY AMERICANISMS
2. AVOID CASUAL FONTS, ORNATE TITLES, UNNECESSARY PHOTOGRAPHS AND THE USE OF COLOUR
3. AVOID SHORTENED FORMS OF WORDS- So, instead of “it’s” use the full form “it is”.

**Adapted from**

Telfer, R., 2018. *Learning Resources for MBA Research Methodology.* London: LSC.