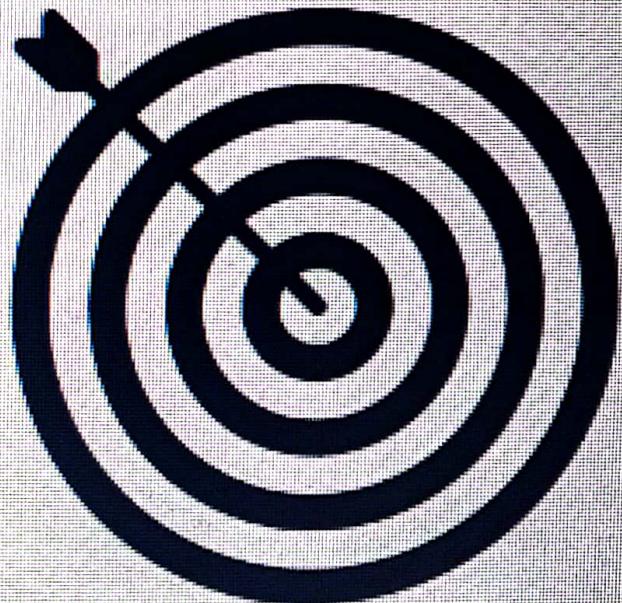


CLEAR PURPOSE

- The goal of your paper is to answer the question you posed as **your topic**. Your question gives you a **purpose**. The most common purposes in academic writing are to **persuade**, **analyze/synthesize**, and **inform**.



PERSUASIVE PURPOSE

- In **persuasive academic writing**, the purpose is to get your readers to **adopt your answer to the question**. so you will choose **one answer** to your question, support your answer using **reason and evidence**, and try to change the readers' point of view about the topic. **persuasive writing assignments include argumentative and position papers.**



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ANALYTICAL PURPOSE



- In analytical academic writing, the purpose is to **explain** and **evaluate** possible **answers** to your question, choosing the best answer(s) based on your own **criteria**. Analytical assignments often investigate **causes**, examine **effects**, evaluate **effectiveness**, assess ways to **solve problems**, find the **relationships** between various ideas, or analyze other people's arguments. The "synthesis" part of the purpose comes in when you **put together** all the parts and come up with your own answer to the question.

Examples of these assignments include **analysis papers** and **critical analyses**.

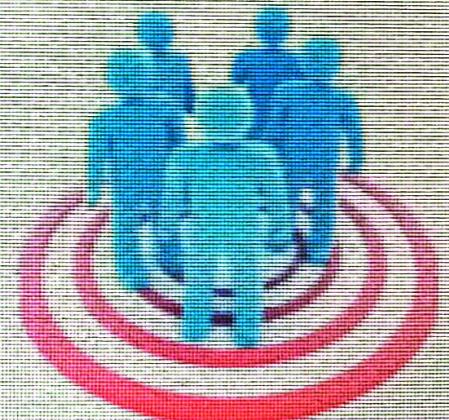
INFORMATIVE PURPOSE

- In informative academic writing, the purpose is to **explain** possible answers to your question, giving the readers new **information** about your topic. This differs from an analytical topic in that you **do not push your viewpoint** on the readers, but rather try to **enlarge the readers' view**.



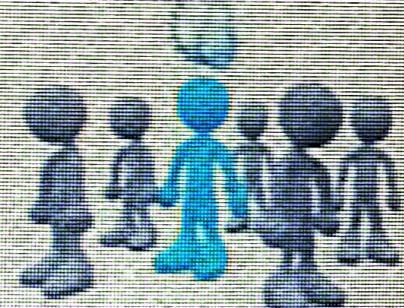
AUDIENCE ENGAGEMENT

- As with all writing, academic writing is directed to a specific audience in mind. Unless your instructor says otherwise, consider your audience to be fellow students with the same level of knowledge as yourself. As students in the field, they are interested in your topic, but perhaps not so interested in reading a paper. So you will have to engage them with your ideas and catch their interest with your writing style. Imagine that they are also skeptical, so that you must use the appropriate reasoning and evidence to convince them of your ideas.



CLEAR POINT OF VIEW

- Academic writing, even that with an informative purpose, **is not just a list of facts or summaries of sources**. Although you will present other people's ideas and research, the **goal** of your paper is to **show what you think** about these things. Your paper will have and **support** your own **original idea** about the topic. This is called the **thesis statement**, and it is **your answer** to the question.

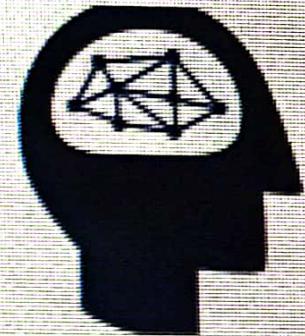


SINGLE FOCUS

- Every paragraph (even every sentence) in your paper will support your thesis statement. There will be no unnecessary, irrelevant, unimportant, or contradictory information.



LOGICAL ORGANIZATION



Academic writing follows a standard organizational pattern. For academic essays and papers, there is an **introduction**, **body**, and **conclusion**. Each paragraph logically leads to the next one.

- The **introduction** catches the readers' attention, provides **background information**, and lets the reader know what to expect. It also has the **thesis statement**.
- The **body** paragraphs support the **thesis statement**. Each body paragraph has one main point to support the thesis, which is named in a **topic sentence**. Each point is then supported in the paragraph with **logical reasoning and evidence**. Each sentence connects to the one before and after it. The readers do not have to work to find the connection between ideas.
- The **conclusion** summarizes the paper's thesis and main points and shows the reader the **significance of the paper's findings**.

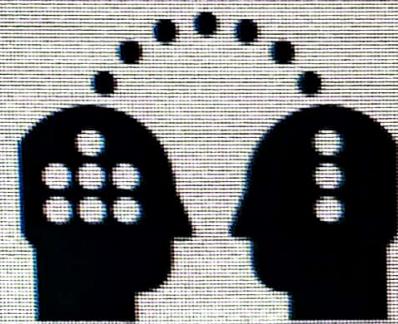
STRONG SUPPORT



- **Each body paragraph will have sufficient and relevant support for the topic sentence and thesis statement. this support will consist of facts, examples, description, personal experience, expert opinions and quotations.**

CLEAR AND COMPLETE EXPLANATIONS

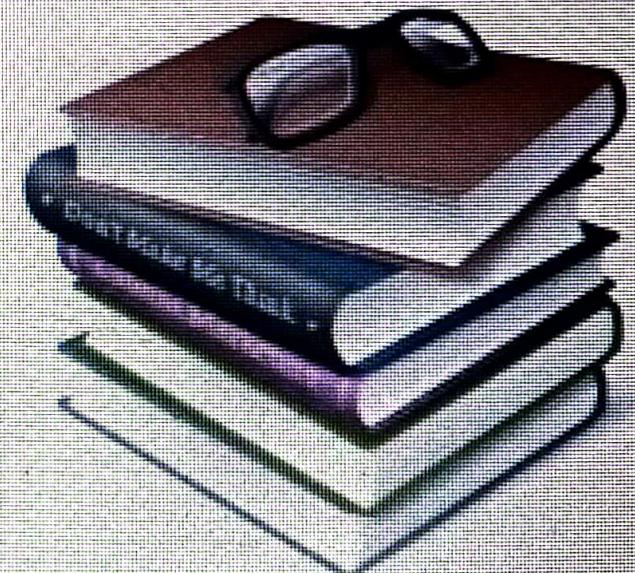
- **This is very important!** As the writer, you need to do all the work for the reader. The reader should not have to think hard to understand your ideas, logic, or organization. English readers expect everything to be done for them; your thoughts and thought processes should be clearly and completely explained.



EFFECTIVE USE OF RESEARCH

- Your paper should refer to a variety of current, highquality, professional and academic sources. You will use your research to support your own ideas; therefore, it must be integrated into your writing and not presented separately. That means that source material will be introduced, analyzed, explained, and then cited.

See APA writing style



WRITING STYLE



- Because this is **your work**, you should use **your own words** whenever possible. *Do not try to write like a boring, overly formal scholarly article.* Use the **natural conversational style** that you would use in the classroom. Your writing should be clear, concise, and easy to read. It is also very important that there are **no grammar, spelling, punctuation, or vocabulary mistakes in academic writing.** Errors convey to the reader that you do not care.