1. Structure of the Thesis

In my opinion, the structure contains two different sides: the logical structure and the implemented structure. The former is mainly about some strategic and technical thinking of how to arrange and design a variety of disorganized data, ideas and so on; the latter focus on the particular writing style. In other words, the practical writing structure describe two problems: what to write and how to write.

Academic thesis is write to show one's academic view and results, so it requires the author must have a ''structural and logical thinking''. In some professional academic writing books, people generally think that academic writing is a product of many considerations: audience, purpose, organization, style, flow and presentation. Audience and purpose are the first important issue of structure, they determine your thesis' direction and all of your writing should serve for them. Giving an example of my own, I tried to write something about the investors view of stock market, but in the process of my writing I add amount of text about the enterprises' managing sides which investors not concerned. No matter how reasonable the writer writes and how much he spent, it's hard to say is a successful thesis.

After finishing the basic settings, you can think about your layout, such as general-specific or specific-general text. Simply speaking, personal writing always uses GS method which means generalizing a large problem first and divide it into small problem. Relatively, SG method is the reversed GS, the split cases are analyzed first, and the whole problem is researched step by step. Both the methods are common in academic research, GS is more simple and closer to human thoughts but SG is more close to essence of science. GS and SG is on the overall level of the thesis, on the other hands, there are many slight structures for writer to treat his thesis, for example, he can use problem-solution structure to organize the text and use linear, tree or graph structures to organize his research data. Structure types is variable, but the key point is that structure must suitable and effective for the purpose.

Actually, although the academic writing can't be short of thinking, the real article is the only goal which writers required. Readers always have the expectation that information will be presented in a structured format that is appropriate for the particular type of text, so we should try to implement the letter writing by a structural style. A standard thesis always contains tile, abstract, introduction, main text, summary and reference, each part has an unique and standardized presentation. A good standardized implemented structure always help us to complete a successful and thinkful academic thesis.

1. Literature Review

In most thesis, literature review belongs to the introduction part, for a 30 thousand words thesis, this part contains at least 5 thousand word, about 15%-20% of the full thesis. Literature review is always says to be the most important and difficult part to write in a piece of thesis, its significance includes giving a comprehensive description of the recent research and leads to the following content, by the way, author should use the ''critique'' attitude to give his perspective.

First of all, the first issue is still considering about the primary audience, purpose and the strategy. According to the familiarity of the profession and ­­­­­the audience, author can choose an appropriate method to display his research. For example, if the thesis will be published on ''Financial Research''(top publication), then the literature review shows the most professionalism, each word should be strict and reasonable; but in some popular platform, you can show more personal style. After paying attention to some basic points, there is lots of freedom of the writing, because it's just show one's own position.

Then, we can consider more details. In different subjects, the display style of literature review is much different. In some hard science such as physical, it is common to see that the full part is all based on the description of the objective fact; but in the soft science such as philosophy, it usually includes many critical perspective and extension of the essence view. Economics is a kind of social science, it involves both the above styles, neither ''pure physical style'' nor ''pure philosophy style'', so the control is more difficult. In addition, language is also a notable point, carefully chosen language can contribute to the reader's willingness to accept writer's claims, especially you make the ''critique'' review. Due to writer always gives his own point, the expressions just like ''I think'' is very common, it is useful but not unexpected in this part.

When writing the literature review, the critical reading and critical writing are important points. It requires writer overlook his research in an authority view, so it needs spending much to exercise the ability. The writer should read immense articles, and he should summarize these different opinions, concept, advantages and disadvantages to create the own ''critique'' position, give the clear and reasonable flaws. Meanwhile, only give the negative review is not very good, it seems that you do nothing but criticize others' work, sometimes it also requires positively thinking. For any theories we can't totally deny it, although it's inefficient in most cases, it's still suitable to some special scenes.

1. Personal Contribute

The contribute or innovation is the core text which writer wants to show the public. Before talking about how to display the part, it should be better defined. Broadly speaking, for an academic thesis the innovations may reflect in many aspects, including but not limited to the purpose, method, format and so on. An excellent thesis always has many innovations, but the innovation isn't the more the better, whether it has enough depth or valuation is what people mainly care about.

One of the most important places to present the innovation points is the abstract or summary. The feature of this part is that we always tend to show our highlights there to summarize content and attract readers' interest. Innovation is the most attractive in the research, after all it brings thesis real value for the academicia. In this part, the language must concise enough, because it always has to achieve deep meaning rely on a small scale. Additionally, standard phraseology and expressions of the field is as same important, the key to improve it is knowing the difference between language used by most writers to present their own perspectives and new ideas and language that expresses someone else's unique content and ideas.

Except the region above, innovation points can also be presented in many other places.

Many innovations have a simple origin, that's the part where the predecessors' academic thesis finally pointed out the deficiencies and the future research directions of their articles. For the innovations which is related to other materials, it's better to explain it completely in the relevant place, especially the theory and research method, it can significantly improve the quality of thesis. One principle that it always need to pay attention to is the detailed structural of the thesis, the results of others should as brief as possible, it's just the bedding of thesis' work.

The last is the reporting stage. Know the audience: the judges have only one identity, that is, experts. They are a group of people who are drawn by manpower and pay more attention to your work results and performance. At the same time, they are required to listen to your reports and conduct rank compliance assessments. The overall presentation content must include innovative content, which is a manifestation of personal characteristics (different from others), and it is also one of the most concerned content of the judges.