

Applications:
Report Writing



Overview

- There are many types of reports
 - Formal
 - Academic
 - Scientific
- We will look at the building blocks of a Formal Report





Research



- Typically a report is used to convey information and compiled after research is conducted.
- There are two main types of research
 - Primary Research
 - Secondary Research



Primary Research



- Occurs when you engage with the Primary Source of Information.
 - First hand experiences
- Consists of
 - Interviews
 - Surveys
 - Questionnaires
 - Observation
 - Unpublished documents

+ Secondary Research



- Occurs when you engage with the Secondary Source of Information.
 - Secondhand Experiences
- Consists of:
 - Published Material,
 - Catalogues
 - Handbooks,
 - Brochures,
 - College Website ... etc



Report Layout



- Depending on the style and the objective of a report – layouts may vary.
- Basic Report Layout consists of
 - Title Page
 - Summary
 - Contents
 - Introduction
 - Main Body (Broken into Sections / Sub-Sections)
 - Conclusion
 - References
 - Appendices



Title Page



- The title page contains four main elements:
 - The full title of the report
 - Informative but not too long
 - The name of the person for whom the report has been prepared
 - The name of the person(s) who has written the report
 - The date the report is issued



Summary



- The most important page in the report.
- It must be written so as to encourage the reader to read the report
- Should be written after the rest of the report has been written
- Keep it short, make it interesting and informative
- Keep the intended readers clearly in mind

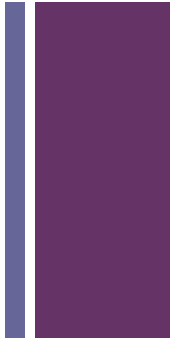


Summary



- Use plain, non-technical words and avoid jargon
- Draw information for the summary from other sections of the report such as,
 - Introduction
 - Main Body
 - Conclusion

+ Contents



- Presents a Table of Contents for the report.
- May include Table of Figures and Table of Tables if required.



Introduction



- Usually 1-2 pages
- 3 components:
 - The Background
 - The Purpose
 - The Scope



Introduction



■ The Background

- Describes events leading up to the existing situation, what projects (if any) have been done previously, and why the project or study is necessary

■ The Purpose

- Defines what the project or study is to achieve, and who authorized it



Introduction



■ The Scope

- Outlines any limitations imposed on the project either by the person(s) authorising it or by the person(s) undertaking it, such as cost, time in which it is to be completed, depth of study, and factors which must be included or may be omitted
- Include in the Scope a description of your criteria for analysis and your methods of research



The Main Body



- This section contains the main point of argument.
- Requires a consistent and logical flow
- Often Broken into Sections and Sub-Sections
 - May include a results section
- The use of diagrams and tables suggested



Conclusion



- Forms the concluding chapter of the report.
- No new information is presented in the Conclusion.
- This section may re-state, in a concise manner, the main points and discoveries in relation to the main point of argument.



References



- Provides a list and context in relation to research sources
- It helps validate the material and argument within the report
- Maybe provide a useful source for additional reading.
- Harvard Referencing Required

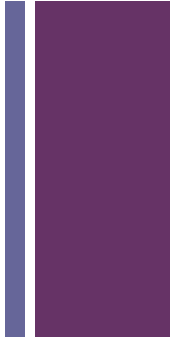


Appendices



- Provides additional information and further detailed reading.
- It's implementation allows the writer to keep the body of the report concise, short and relevant.

+ Top Tips



- Define the crux of the report
 - Gather the information
 - Draft an outline
 - Edit the information
 - Sequence the information
- Do not write in the First person
- Use an Active Voice
 - Performer before Verb
 - Passive Voice = Performer after Verb



Top Tips



■ Avoid Cluttering Language

- Use simple words
- Remove words of low information content
 - In order to (replace with *to*)
 - Effect an improvement in (use *improve*)
 - An effort should be made to (replace with *we should*)
 - Located in the vicinity of (use *nearer to*)

■ Use Illustrations

- Table, Graph, Diagrams
- Always Caption
- Always title, describe and reference

+ Top Tips

- Be Concise

- Omit needless words

- Combine sentences

- Rewrite

- *Duignan Jewelers' main objective is to increase sales. Specifically, the objective is to double sales in the next five years by becoming a more successful business.*

- ***Duignan Jewelers' objective is to double sales in the next five years.***



QUESTIONS ???