

ENGLISH FOR ACADEMIC PURPOSES

Answers to exercises

1.2 – Features of academic writing

Exercise 1

- a) The company has made **substantial** changes in its approach to marketing.
- b) **Numerous** attempts have been made to find a relationship between the two **major** contributing factors.
- c) First impressions are **extremely** important.
- d) A rise in unemployment is just one of the **consequences** that will happen with the introduction of automated production lines.

Exercise 2

Analyse	Analysis
Deduce	Deduction
Illustrate	Illustration
Indicate	Indication
Invest	Investment
Implicate	Implication
Progress	Progression
Reject	Rejection
Revise	Revision
Suggest	Suggestion

Exercise 3 (example answers)

- a) The data enables scientists to formulate precise predictions.
The data enables the formation of precise predictions.
- b) The students researched the topic but uncovered no relevant evidence.
The student's research uncovered no relevant evidence.

- c) *Candidates need to impress the employers during an interview.*

Candidates need to give a good impression during an interview.

Exercise 4 (example answers)

- a) *Officials are in the process of organising a **summit** to discuss potential strategies.*
- b) *Staff members who breach their contract will be **fired**.*
- c) *A country's economy is affected by **factors** such as population, natural resources, and infrastructure.*
- d) *Therefore, the company's future is likely to be **positive**.*

Exercise 5

- a) *Apple's App Store provides users with access to over 2.2 million apps (Statista, 2018), which generates \$26.5 billion (USD) for its developers (Leswing, 2018). Each app has to go through a rigorous review process to determine if they are suitable for its users. Issues that Apple will monitor for are: system crashes, user interface errors, misleading information, and malicious files that affect its user's security (Apple, no date).*

- *Paragraph a) remains objective throughout. The information presented does not try to persuade the reader, and simply outlines details about Apple's App Store business. Whereas, b) criticises Apple's app review process, and suggests that the system on Android is much better for developers.*
- *Furthermore, only paragraph a) provides references for any evidence used.*

Exercise 6 (example answers)

- a) *In the following section, we will introduce the potential consequences.*

The following section will introduce the potential consequences.

- b) *You can increase productivity by taking regular breaks.*

Taking regular breaks can increase productivity.

- c) *We gathered research by conducting interviews with the general public.*

Research was gathered by conducting interviews with the general public.

- d) *You should take note of the suggestions outlined in this textbook.*

The suggestions outlined in this textbook are noteworthy.

Exercise 7

- a) **It may be said** that the commitments to fighting global warming **are becoming** less important than five years ago.

The commitments to fighting global warming are now less important than five years ago.

- *The first sentence uses the phrase “it may be said” to state that this is not an idea shared by all. Furthermore, the phrase “are becoming” highlights that this is an ongoing development.*

- b) *The anti-vaccination movement has caused an outbreak in many diseases among children in the US.*

*The increased cases of childhood diseases **could be** the result of the recent anti-vaccination movement sweeping across the US.*

- *The second sentence uses the phrase “could be” to emphasises this is only a theory. There could be other contributing factors.*

- c) **Perhaps** the internet is to blame for plagiarism becoming more prevalent in university assignments.

The internet is clearly a plagiarist’s key resource, and its popularity is the reason why plagiarism is more commonly detected in university assignments.

- *In the first sentence, the word “perhaps” hints that this is only a suggestion/theory.*

2.1 – Understanding assessment tasks

Exercise 1

- a) In which criteria will your use of SED structure be graded?

SED will be graded as part of the Structure criteria.

- b) For 'Structure', what is the difference between a distinction and a merit?

Logical connection of paragraphs (perhaps through the use of concluding sentences). SED used for every idea in the essay.

- c) If you scored 55% for 'Use of evidence', what could you have done to raise the score to a merit?

Use less quotations (try to paraphrase or summaries evidence). Provide at least one counter-argument in every paragraph.

- d) For 'Spelling and grammar', what is the difference between a pass and a fail?

Both state there are many errors, but a passing essay would still be understandable to some extent. A failing essay would be very difficult to understand, requiring the reader to do a lot of guessing.

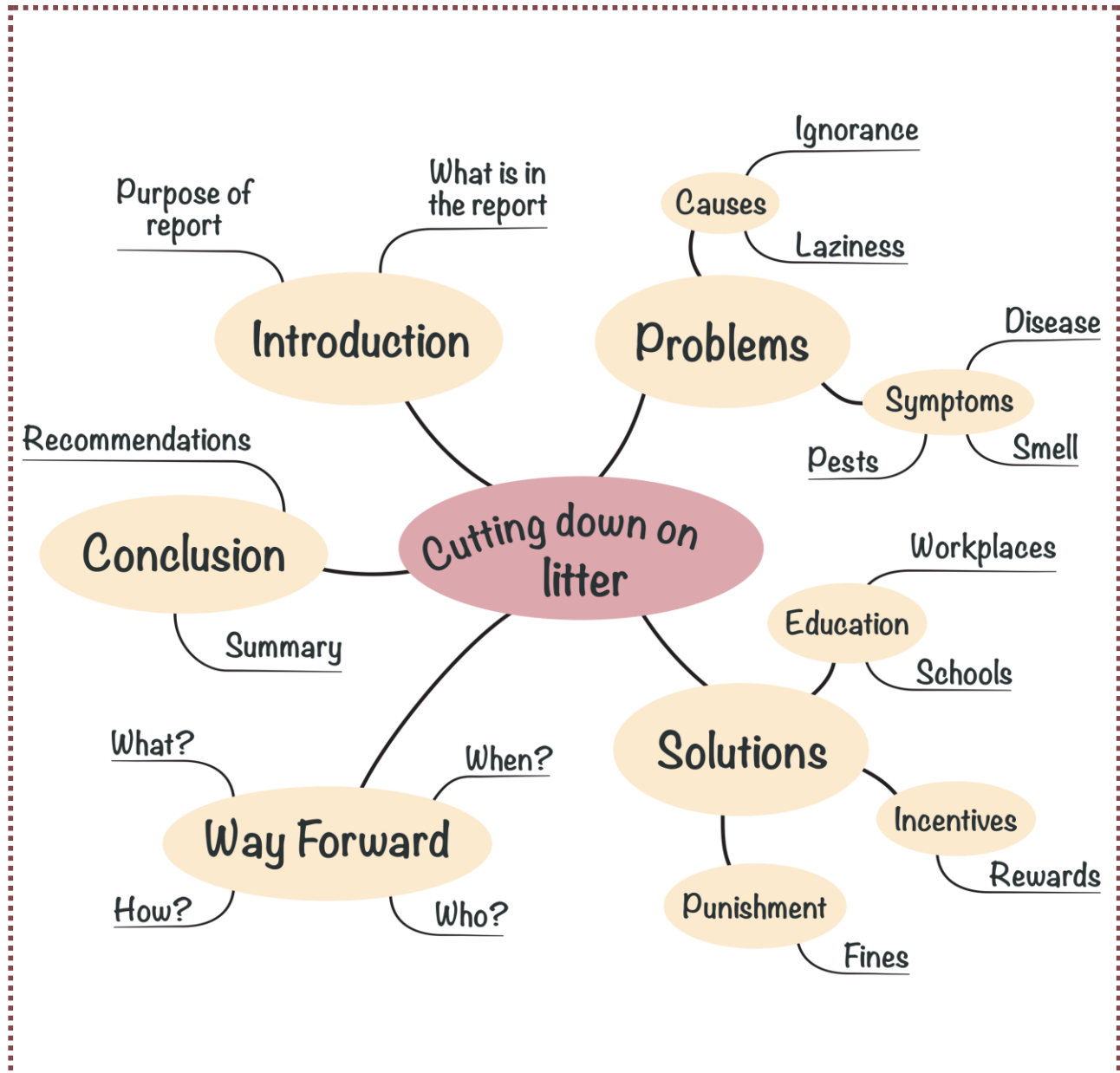
Exercise 2

Social media has become an essential communication tool for most major **companies**. However, its use can be both beneficial and detrimental. **Evaluate** the consequences **companies** may face by holding a **social media** presence.

- 'Social media' and 'companies' are the subject / focus words.
- 'Evaluate' is the task word – which requires you to look at both the positive and negative aspects of companies using social media. Then reach an informed decision on whether companies should be encouraged to use social media or not.

2.2 – Creating new ideas

Exercise 1 (example answer)



2.3 – Planning an academic paper

Exercise 1 (example answers)

- a) When **students** attend **university**, they **develop** in many different ways. Their **attitude**, **personality traits**, and **habits** are all affected by this move from high school into higher education. **Illustrate three ways** in which **students change** while studying at **university**.

- 'Students', 'university', 'develop/change', 'attitude', 'personality traits', and 'habits' could all be considered subject/focus words. Furthermore, the topic is further limited by providing you with a request for only 'three ways' in which students change.
- 'Illustrate' is the task word – Use evidence/examples to present a clear picture of the subject in your reader's mind.

- b) Brainstorm example:

Students in university - Brainstorm			
	Manage time:	Independent from parents:	Self-motivated:
	> Attending lectures	> Taking care of finances	> Less guidance from tutors
	> Meeting deadlines	- Textbooks / course fees	- Pre-reading / reviewing
	Planning:	- Food / bills / travel costs	- Ask more questions
	> Balance study and social life	> Personal chores	> Conduct research
	> Prioritise tasks	- Cooking / cleaning	- Go beyond textbooks

- c) Three chosen ideas

- 1) Students are required to manage their own time.
- 2) A level of independence is developed during university.
- 3) Internal motivation is necessary to be successful on any course.

- d) Three examples for chosen ideas

- 1) Meeting deadlines – by making a schedule and understanding consequences.
- 2) Taking care of finances – Creating a budget and/or taking on a part time job. Covering the cost of course fees.
- 3) Less guidance from tutors – No direct instructions for passing assignments. Requirement for pre-view, review, and reading around the subject.

e) *Making the connection:*

Idea	Example	What is the connection?
1) <i>Students are required to manage their own time.</i>	<i>Meeting deadlines – by making a schedule and understanding consequences.</i>	<i>Knowing consequences of missing deadlines, avoiding pressure by making a plan.</i>
2) <i>A level of independence is developed during university.</i>	<i>Taking care of finances – Creating a budget and/or taking on a part time job. Covering the cost of course fees.</i>	<i>Becoming more mature by gaining an appreciation for the value of products or services.</i>
3) <i>Internal motivation is necessary to be successful on any course.</i>	<i>Less guidance from tutors – No direct instructions for passing assignments. Requirement for pre-view, review, and reading around the subject.</i>	<i>They need to go out and do more reading beyond the reading list. Nobody else will push them to complete their work.</i>

f) *A student's personality and habits are forced to develop when entering university.*

g) *Specifically, they will become better at time management, independently taking care of themselves, and finding internal motivation to complete their studies.*

h) *During high school education, studying for exams takes priority over all other aspects of a student's life. At this time, parents or guardians are often around to support and guide a student through this period. However, once they enter higher education, students need to adjust to a growing number of responsibilities.*

Introduction

General statements (h)

During high school education, studying for exams takes priority over all other aspects of a student's life. At this time, parents or guardians are often around to support and guide a student through this period. However, once they enter higher education, students need to adjust to a growing number of responsibilities.

Thesis statement (f)

A student's personality and habits are forced to develop when entering university.

Essay map (g)

Specifically, they will become better at time management, independently taking care of themselves, and finding internal motivation to complete their studies.

Body paragraph 1

Supporting point (c - 1)

Students are required to manage their own time.

Evidence/example (d - 1)

A schedule is necessary to successfully complete work on time.

Missing deadlines will result in penalties, which puts their entire education at risk.

Discussion (e - 1 - Connection)

Students usually become aware of this quite early in their studies.

They understand that planning their time is essential.

Body paragraph 2

Supporting point (c - 2)

A level of independence is developed during university.

Evidence/example (d - 2)

Creating a budget and possibly taking on a part-time job to cover the cost of living.

In some cases, students have to cover the cost of their course fees.

Discussion (e - 2 - Connection)

This added responsibility provides students with a real understand of money, and the value placed on any products or services that need to be purchased.

Body paragraph 3

Supporting point (c - 3)

Internal motivation is necessary to be successful on any course.

Evidence/example (d - 3)

Tutors do not give direct instructions for how to complete assessments.

Students need to preview/review material and read around the subject.

Discussion (e - 3 - Connection)

Students know that they need to do more reading and look beyond the reading list provided by the tutor.

If they do not push themselves to complete work, nobody else will.

3.1 – Arguments in writing

Exercise 1

- a) **Deductive reasoning** – 2:1 is required for master. Sarah has a 2:1. Sarah can study for a masters.
- b) **Inductive reasoning** – 50% of students in one university receive grants, but this does not automatically mean 50% of all students also need a grant.
- c) **Inductive reasoning** – The tourism industry was hit hard by the financial crisis, but so were many other industries.
- d) **Deductive reasoning** – Companies want employees with public speaking skills. Universities recognised this. All students must now give at least one presentation assessment to develop their public speaking skills.

Exercise 2

- a) **Invalid but with true premises** – Apple is reportedly developing a car, and Tesla has been making cars since their formation. But we cannot call both of them automotive companies, as Apple have not produced a car yet.
- b) **Valid but with untrue premises** – Australia do take part in the Eurovision Song Contest, but there is no rule saying that all countries must be on the European continent. However, based on the premises presented, the argument does seem valid (although it is clearly wrong).
- c) **Valid and sound** – Sir Edmund Hillary is recorded as being the first, and there are no confirmed attempts before his 1953 ascent. Therefore, he can be labelled as the first man to reach the summit.

3.3 – Identifying fallacies

Exercise 1

- a) **Fallacy of induction** – Using the 'high' score of 8.9 to claim that 'ALL' their products are environmentally friendly.
- b) **Appeal to emotion** – Specifically, fear. Claiming that children are at risk if homeowners are not families, as a 'dangerous individual' may move in.
- c) **Argument against the source** – The organisation's leader is being attacked due to his educational background. This is being used to cast doubt on his decision-making ability.
- d) **Fallacy of clarity** – The word 'right' is being used in two different contexts.

4.1 – General statements

Exercise 1

a) **Topic:** *The future of print media*

The notion that print media is on its way to becoming extinct may be an overstatement.

- *The first hook uses the phrase 'With the development of...', which is overused and not very interesting to a reader.*
- *The second hook is far more interesting as it challenges the idea that print media is a dying form. Upon reading this sentence, the reader has a desire to continue reading in order to find out why this is an 'overstatement'?*

b) **Topic:** *Investing in cryptocurrencies*

Original used as form of payment on the black market, cryptocurrencies have now grown in popularity amongst mainstream users (Foley, Karlsen, and Putninš, 2018).

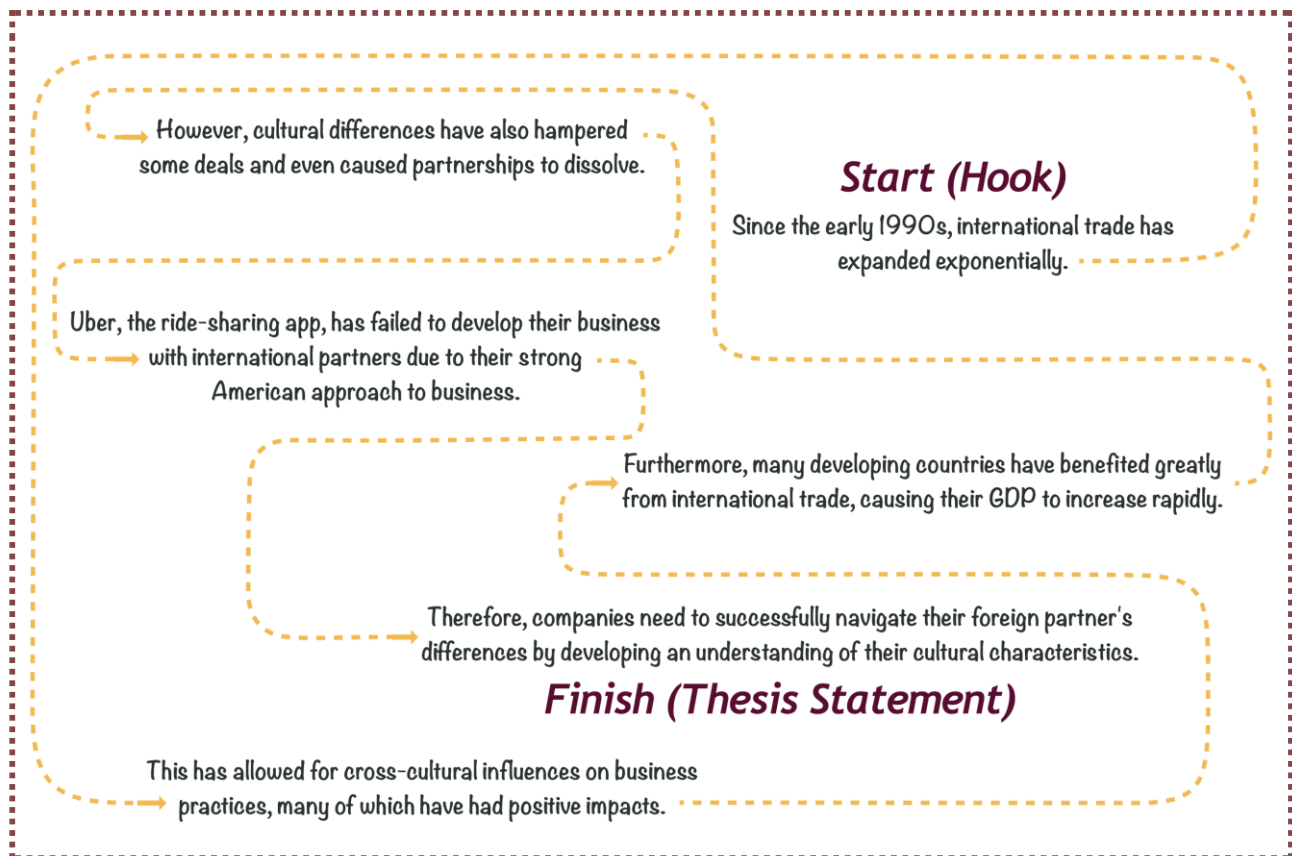
- *The first hook provides the reader with too much detail and is a little too specific. It is essentially telling the reader 'Yes – people should invest in cryptocurrencies, because they are going to replace the current system'. This information should be provided at the end of the introduction, as part of the thesis statement, not in the opening sentence.*
- *The second hook provides some background detail, stating that cryptocurrencies first grew in popularity amongst the black market. This is information that many readers may not have previously been aware of? Thus, peaking their interest in the topic.*

c) **Topic:** *The importance of human resource departments*

In 2014, Netflix sent shockwaves through the business world by essentially reinventing the human resource department (McCord, 2014).

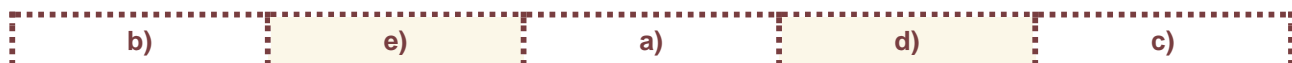
- *The first hook provides an example relating to the topic (possible from a report/article provided by your tutor). This is used to set the scene, while also holding back specific details. Again, this will peak the reader's interest and encourage them to keep reading the essay in order to find out more.*
- *The second hook uses a rhetorical question. These should be avoided in academic writing. Furthermore, the question is essentially repeating the essay title – making it unnecessary/redundant.*

Exercise 2



Exercise 3

Introduction 1



The millennial generation places health and fitness high on their list of concerns. They are especially interested in the amount of time spent exercising, while also keeping track of their nutritional intake. Tech companies such as Apple and Samsung have taken notice of these concerns and decided to address them through the use of wearables. Notably, smartwatches have enabled users to track their health through collecting data such as heart rate levels, exercise metrics, and calorie counting. However, this data can be misleading and inaccurate, leading to users potentially risking their wellbeing.

Introduction 2



In 1996, Australia drafted a law banning all automatic and military-style weapons in a bid to eradicate mass shootings. This move proved to be successful, as 22 years later, the country has yet to experience any gun-related massacres. Based on this example, questions are often raised as to why the United States does not take the same action. Furthermore, one report suggests that the US is subjected to a mass shooting, on average, every 64 days (Cohen, Azrael, & Miller, 2014). These statistics highlight the importance of change, and that it is now time that the US takes action to restrict access to firearms.

Exercise 4 (example answer)

The tourism industry is growing at an alarming rate, with an expected figure of 1.8 billion international tourists by 2030 (Perrottet, 2016). For many destinations, especially those in developing countries, this offers a range of business opportunities. However, these economic benefits often overshadow the negative effects that appear on a social and environmental level. Developing tourism can put a serious strain on the lives of locals, the surrounding wildlife, and access to resources.

Perrottet, J. (2016) *What is the impact of tourism on development?* Available at:
<https://www.weforum.org/agenda/2016/02/what-is-the-impact-of-tourism-on-development> (Accessed: 28th June 2018]

4.2 – Thesis statements and essay maps

Exercise 1

a) *The government is telling lies about the so-called effects of global warming.*

- *Too subjective. Purely opinion and difficult to prove.*

b) *Global warming is bad.*

- *Too obvious, as most people know that global warming is 'bad'. Also, too broad.*

c) *This essay will discuss global warming.*

- *Only provides details of the topic. There is no claim presented. Also, uses an 'announcement statement' ("This essay will...").*

d) ***Global warming has contributed heavily to recent unpredictable weather patterns.***

- *This is by far the clearest thesis statement. There is a claim that global warming has affected weather patterns, and evidence can be presented to back up this claim.*

e) *Global warming is an issue that must be solved.*

- *Too broad/vague. Again, a fairly obvious statement that does not need to be argued.*

Exercise 2 (example answers)

a) *Allowing children to watch too much TV will inevitably lead to negative side effects.*

- *The original had no clear claim – it was simply a statement. This example points towards TV being responsible for negative side effects of watching too much TV.*

b) *Universities in America are failing to meet the needs of students.*

- *The original did not point towards any real issue. It did not state which area of American universities needed improving (too broad/vague). This example states that the improvements are specifically targeted towards students (rather than staff or the local community, etc.).*

c) *Rapid urbanisation puts a strain on a city's ability to develop.*

- *The original was a little too obvious (while also being too broad). This example highlights the focus is on 'rapid' development, and how it causes difficulties for developing a city.*

Exercise 3 (example answers)

a) *In the UK, patients suffering from alcohol abuse are not currently being treated adequately.*

b) *The use of animal testing is unnecessary, as there are many suitable alternatives.*

c) *To effectively combat global warming, the US must invest heavily in renewable energy sources.*

Exercise 4 (example answers)

a) *This includes opening foodbanks, faculties for maintaining personal hygiene, and safe locations to sleep at night.*

b) *Such as, limiting the number of locations cigarettes are available, increasing prices, and banning the act of smoking in all public locations.*

c) *This results in students experiencing mood swings when challenged, a poor ability to recall memories, and a lack of social interaction skills.*

5.1 – Topic sentences

Exercise 1

a) To be an **effective group member** requires excellent **communication skills**.

- How to be an 'effective group member', and why it is important, is likely to be the topic of this essay.
- 'Communication skills' is the controlling idea for the paragraph.

b) All **potential risks need evaluating** before any **investment decision**.

- What steps are required when making 'investment decisions' is likely to be the topic of this essay.
- 'Evaluating potential risks' is the controlling idea for the paragraph.

c) Lowering the **drinking age limit** will have noticeable effects on **crime rates**.

- What effects are caused by changing the 'drinking age limit', and in this particular case, the topic relates to 'lowering' the age limit.
- 'Crime rates' is the controlling idea for the paragraph.
- However, the argument could be made for ways to reduce 'crime rates' (making this the topic) and changing the 'drinking age limit' will contribute to this (thus, becoming a controlling idea). This shows that looking at a topic sentence alone does not always provide a clear picture – the thesis statement is quite essential to ensure clarity (and cohesion).

d) **Identity fraud** is one of the most significant threats to the **online shoppers**.

- The negative aspects of 'online shopping' is likely to be the topic of this essay.
- 'Identity fraud' is the controlling idea for the paragraph.

Exercise 2 (example answers)

Paragraph 2 - Topic sentence

Excessive access to technology has caused a rise in both physical and mental bullying amongst children.

Paragraph 3 - Topic sentence

Children that rely on technology have become increasingly disrespectful towards strangers in the community.

Exercise 3 (example answers)

- a) Professional development; career development; promotions; career growth; employee development.
- b) Employees feel motivated in their careers when they are aware of their **professional development** opportunities.

5.2 – Presenting your ideas

Exercise 1

f)	c)	a)	b)	e)	d)
Statement	Evidence	Discussion	Statement	Evidence	Discussion

Animals kept in captivity are subjected to unrealistic and cruel environmental conditions. Especially in zoos, where the artificial surroundings heighten stress levels amongst the animals. Attempts may be made to provide stimulation, in the hope that the animals will be put at ease. However, their well-being is overshadowed by the primary goal of entertaining the ever-growing number of guests and increasing profits. The possibility of civil war breaking out in countries such as the UK or US is highly unlikely. This is because these countries do have the two main characterises often associated with the outbreak of civil war, which are an underdeveloped economy, and a general population that is lacking in diversity. Although both countries do face economic challenges at times, they are often able to quickly recover. Furthermore, their populations are extremely diverse with many citizens from the majority of the world's nations.

Exercise 2

e)	b)	f)	h)	c)	a)	g)	d)
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Firstly, it is crucial to understand if students are aiming to digest as much knowledge as possible or do the bare minimum to pass. Biggs and Tang (2011) categorised two approaches to learning, which are known as a 'surface' or 'deep' approach. The surface approach is often adopted by students who are not internally motivated to study, taking on a university course due to social or family pressure. Therefore, it is essential for teachers to foster or encourage an in-depth approach to learning to raise motivational levels. By coaching students and providing small achievable goals, the tutor should be able to raise the student's self-belief in their abilities (Zepke and Leach, 2010). Through this method, the students become more engaged in the classroom and with the subject itself. Once students shift away from a surface approach towards in-depth learning, the next step is the encourage an inclusive learning environment.

Exercise 3

Evidence 3: Research conducted by Harvard Graduate School of Education (2017) revealed that since 2015 there has been a significant increase in the number of students from Asia and the Middle East choosing to study their undergraduate degrees at UK universities.

- Evidence 1 only mentions data from one particular year, when the supporting point states ‘every year’ – meaning a range of years will be required. Furthermore, it only focuses on one specific university, and is not a suitable representation for universities across the country.
- Evidence 2 simply describes/repeats that general idea of the supporting point. Also, there is no citations provided, as this is likely to be the author’s own opinion.
- **Evidence 3** provides a citation to a reputable source and refers to a range of time (“Since 2015...”). Additionally, it is very specific as to which international students are increasing in numbers (“Asia and the Middle East...”).

Discussion (example)

This growing number of students over the past few years suggests that a British degree is valuable, especially when considering the cost involved in studying in the UK.

- The mention of ‘value’ and ‘cost’ would lead into another supporting point/evidence surrounding the cost of British education.

5.3 – Concluding sentences

Exercise 1 (example answers)

UK housing crisis

For those living in the UK, the shortage of homes is both a population and investment issue, but there are also external factors influencing this housing crisis.

Negatives of social media

Networking sites allow for this access to details of every individual’s life and opens the door for negative criticism, while also empowering those who wish to spread rumours based on invalid information.

5.4 – Cohesion

- a) As of 2017, companies such as BMW, Jaguar, and VW can be found parked up next to Tesla in the charging bays of your local car park. **In other words**, electric vehicles are here to stay.
- b) Upcoming regulations will restrict the sale of coal. **Therefore**, many agencies are responding to this by developing alternatives, such as ‘clean coal’ variants.

- c) *Based on this experiment, the results showed a 74% increase in the amount of gases released. **Admittedly**, due to some contaminations, the experiment may not have produced an accurate set of results.*
- d) *Jones (2014) proposed a drastic overhaul of all written assessments within the university. **Similarly**, Smith (2015) commented that assessments in their current form were unacceptable and needed updating.*
- e) *Those customers who were unhappy with the final product had the option of downgrading to the previous version. **Alternatively**, customers were also provided with a refund option.*
- f) *Finally, due to localising the advertisements, the Asian market saw a tenfold increase in product sales. **In conclusion**, by merely making a few adjustments to the marketing material for each region, an apparent increase in sales can be achieved.*
- g) *In March of 2016, the administration announced they would soon call for a public vote on the matter. **Subsequently**, in the following month, the vote took place and the results did not allow for the law to pass.*
- h) *The cost of the insurance policy will increase proportionately with the expansion of the grounds. **Generally**, this implies that as the buildings are erected, the potential pay-out by the insurer is likely to be higher.*

6.1 – Elements of a conclusion

Exercise 1

- b) *In conclusion, reaching out and offering support to local teenagers is far more effective than handing out punishments. By establishing after-school programmes, such as football clubs or music lessons, teenagers are offered a chance to participate in activities they enjoy while remaining in an educational environment. Furthermore, local businesses can provide internships to help keep the youths stimulated while earning a little income as a bonus. Alternatively, local communities can also provide volunteer work that helps these teens gain experience and see the effects of being a positive member of society versus a negative influence. Finally, many youths make poor decisions due to a lack of education, especially regarding alcohol abuse. Sometimes this is caused due to peer pressure or dealing with the stress that puberty places on a youth approaching adulthood. Through implementing these prevention methods, the number of youth gangs on our neighbourhood's streets will decrease, and the teenagers themselves will be provided with a positive future ahead.*

- Conclusion a) has several issues. Firstly, it is far too short for an essay that includes three main body paragraphs, each containing two supporting points. Secondly, it opens with a saying / expression – which should be avoided in academic writing. Finally, the last sentence (the 'final idea') is rather vague and uninspiring.
- Conclusion c) also has many issues. This time, the conclusion is far too long – there have been many details added that are either unnecessary (for a summary), or even perhaps new ideas that may not have been covered in the main body. Furthermore, the final idea does not support the argument. It basically states that if this option doesn't work, then give up and go back to punishment (thus, weakening the entire claim of this paper).
- **Conclusion b)** is a nice length, including all the necessary elements of a conclusion. The restatement of the thesis is suitable (without repeating), the summary contains roughly one or two sentences per main body paragraphs (without going into too much detail), and the final idea is specific in its prediction (i.e. youth groups will decline, and they will have a better chance at a positive future).

6.2 – Final ideas

Exercise 1

a)	b)	c)	d)	e)	f)
Suggestion	Neither	Suggestion	Prediction	Neither	Prediction

- b) is too vague. There is no specific prediction made as to what will happen.
- e) is a basic summary. It is not predicting anything in particular or suggestion an action.

7.1 – Types of sources

Exercise 1 (example answer)

Type of source	Advantages	Disadvantages
Book / e-book	<ul style="list-style-type: none"> Usually reliable (clear details on author, publisher, date, etc.) Focuses on a specific subject 	<ul style="list-style-type: none"> Expensive (if no access via university library) Can go out of date quickly
Journals / e-journals	<ul style="list-style-type: none"> Published regularly Peer reviewed (reliable) Focuses on a specific subject 	<ul style="list-style-type: none"> Difficult to read (academic language) Expensive (if no access via university library)
Newspapers	<ul style="list-style-type: none"> Cheap and readily available Easy to read (usually short) 	<ul style="list-style-type: none"> Unreliable authors (may not be experts) Out of date quickly Rarely provides references
Magazines	<ul style="list-style-type: none"> Cheap and readily available Easy to read (usually short) Focus on specific subject 	<ul style="list-style-type: none"> Out of date quickly Rarely provides references Usually read for entertainment
Websites	<ul style="list-style-type: none"> Easy to access Provides easy links to other sources/pages 	<ul style="list-style-type: none"> Difficult to narrow down source (far too many to choose from) Anonymous authors (difficult to judge reliability)
Online videos	<ul style="list-style-type: none"> More interesting/engaging Offers visual and audio information 	<ul style="list-style-type: none"> Difficult to make notes on Could waste time watching a whole video for nothing

7.2 – Types of evidence

a) Fact	b) Opinion	c) Fact	d) Statistic	e) Example
f) Opinion	g) Statistic	h) Opinion	i) Quotation	j) Example
k) Statistic	l) Quotation	m) Fact	n) Quotation	o) Example

7.3 – Conducting research

Exercise 1

An example answer is given in the table - High-speed railway / Fuel / Prices - with a result of 2,040,000. This is a very open ended exercise about using search engines and tracking results with notes in the table.

7.4 – Reliability

Exercise 1

Authority (Who?)

Dr. Jennifer Simmonds has the authority to discuss ‘challenges faced by environmentally friendly hotels’.

- ‘Adventurous Dave’ is an online name. He does not provide his surname/family name, so we are unable to check his reliability elsewhere. Furthermore, he is simply a travel blogger. This does give him plenty of hotel living experience, but there is no mention of knowledge regarding ‘environment’ in his background – what would give him the knowledge or authority to discuss this topic in an objective manner? There is no proof provided that he is suitable for this topic.
- **Jennifer Simmonds** holds far more authority, as she is a lecturer in business, with specific knowledge of ‘sustainable tourism’. This area of study touches upon (but is not limited to) environmental issues regarding the tourism industry (which include hotels). Furthermore, we have a full name, a detailed background, and information regarding other work she has published (that may be useful for the topic of discussion).

Currency (When?)

The article titled **Recent ‘devastating’ cuts places strain on London’s hospitals** is more suitable for this supporting point.

- *Although this article does only focus on London, it was published on 22 May 2018, which is more recent than the second article (Real effects of NHS job cuts revealed) from 2011.*
- *The second article may be useful when making comparisons, but it does not effectively support the ‘most recent job cuts’ (as stated in the supporting point).*

Accuracy (Where?)

- c) *According to the Centre of Disease Control and Prevention (2018), the percentage of smokers who managed to quit smoking rose from 3.4 to 4.5 percent between 2016-2017. A report from the Department of Health and Human Services (2018) interprets this data as “in 2016, nearly 21 out of every 100 adults were smokers”, but in 2017 that number had decreased to “nearly 15 out of every 100 adults”.*

- *Source a) does not provide any references to where the data comes from (just states that it came from a government survey).*
- *Source b) also provides no references to its sources. Furthermore, with no mention of dates/years, or even location, there is no clear indication this information is about smokers in the US during 2017.*
- **Source c)** *is far more detailed, making comparisons to the previous year. Furthermore, it references two organisations as the source of data.*

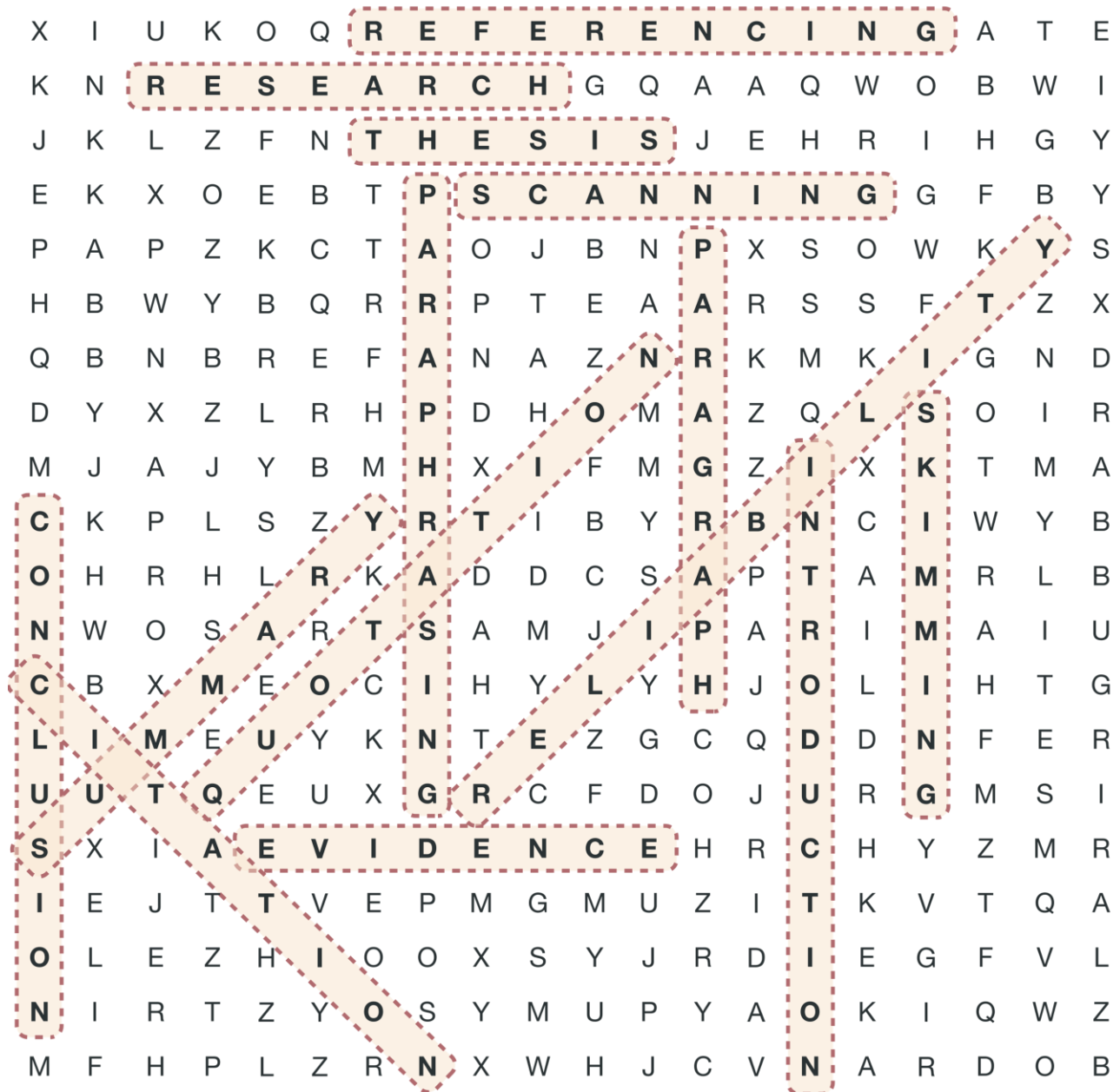
Objectivity (Why?)

- a) *On average, people spend roughly 90 minutes a day poking away at their phones, and according to the study by Lepp et al. (2013), this leads to inferior aerobic fitness. Furthermore, Lepp et al. (2013) drew links between heavy phone use and insomnia. This is due to the light emitted from the phone screen unbalancing the sleep hormone melatonin. However, for all the adverse effects phones have on our health, they are also excellent tools for tracking and keeping us motivated. One study found that 82% of recreational athletes relied on smartphone apps paired with fitness tech, with 75% stating that the phone motivated them to workout (Bailey, 2016).*

- **Source a)** *is balanced and looks at both the positives and negatives effects of smartphone use to a person’s fitness and health. Furthermore, each piece of evidence provides a reference to the original source.*
- *Source b) does mention the negative effects, but this is done in a way to set up the positive (like an advertisement). Some phrases use emotional or informal language. Finally, the last sentence lists many apps that are suggested for use (again, as an advertisement), but does not go into their strengths or weaknesses.*

8.2 – Skimming and scanning

Word search answers



Exercise 1

- a) How do pre-arrival programmes support international students?

Arrange medical insurance, tuition fees, visa requirements, accommodation reservation.

- b) Why are international students invited to attend orientation a week earlier?

The campus is less crowded (to help them feel less overwhelmed).

- c) *What does the University of Warwick do to help welcome international students?*

Campus tour, accommodation lectures and social events to make international friends.

- d) *What unique activities does the University of Canberra offer during their orientation?*

Boat and bus tours, team races around campus, and a football tournament.

Exercise 2

NOTE: For digital versions of the textbook, the line number will vary depending on the text size you choose.

Accustomed	Anxiety	Bearings	Befriend	Designated	Emotional	Explicit
P1 L5	P1 L2	P7 L2	P4 L5	P7 L7	P4 L3	P5 L3
Ignorant	Registering	System	Tournament	Tuition	Vital	Volunteers
P2 L1	P6 L2	P6 L2	P5 L3	P3 L3	P3 L2	P7 L4

8.3 – SQ3R

Exercise 1 (example answers)

This is a very open ended exercise and can be interpreted in many different ways. Example answers are given for the first part but cannot be provided for the final three Rs.

Survey

- 1) *Increased competition*
- 2) *Nokia did not update their products regularly*
- 3) *They did not have their own ‘ecosystem’*
- 4) *They did not plan for the future*

Question

- 1) *Which companies were Nokia’s biggest competition?*
- 2) *Which products did Nokia focus on, and what did the competition do to outperform these?*
- 3) *What is an ‘ecosystem’, and why is it so important?*
- 4) *What change in the market did Nokia not plan for?*

Record

- 1) *Their biggest competitors were Samsung, Google, and Apple*
- 2) *Lumia, N-series, and E-series. The competition started creating ‘smartphones’ long before Nokia, and they were updating the specs and designs on a regular basis. This included updating the OS, not just the physical design of the phones themselves.*

- 3) *The ecosystem is how the phone interacts with other devices and the applications available to help connect with the world. Google, Samsung and Apple allowed for connectivity to other technology products, and their app stores were far more extensive than Nokia's.*
- 4) *The rise of the 'smartphone' was not taken seriously. Nokia felt their current products offered their customers the same experience. They did not observe the market trends and adapt to stay relevant.*

9.2 – Paraphrasing

Exercise 1

- Paraphrase 1 is an example of plagiarism. The order of the information has been switched around, but very few words are different to the original (e.g. jumped > rose, data > research).
- Paraphrase 2 is far more original in its formation. The ideas are clearly the same as the original, but this information has been expressed in a unique way that is very different to the original extract.

Exercise 2

Original 1

- c) **The number of children missing out on a secondary school education had decreased by 35 million between 2000 and 2015.**

- Paraphrase a) is implying that the 62 million students are 'dropouts', meaning they have attended school at some point in the past. However, the original does not state this fact.
- Paraphrase b) overgeneralises, by stating these students as simply being 'absent'. Furthermore, without mentioning dates (2000-2015), it implies this is the case now. However, between 2015 and now there may have been a change in this data.

Original 2

- b) **In comparison to last year, there had been an increase of roughly 77% in the number of people having to wait four hours to receive medical treatment.**

- Paraphrase a) does not make any comparison to the previous year (the increase). Additionally, it generalises by saying they are waiting to see a doctor – but they could be waiting for other medical treatments that simply require a nurse (or other medical staff).
- Many may choose paraphrase c) as the correct answer. However, this paraphrase uses the phrase 'steady increase', but the original does not state if this number has slowly increased, or if it increased sharply over the previous few months.

Original 3

- c) **The 8% decrease in Barnes & Noble's stock price was the result of an article pleading for their support.**

- Paraphrase a) is very close in meaning, but there is a slight error in the choice of keywords. The original simply states a decrease in stock price, not specifically their market value. Although the two are related, they are not exactly the same. Furthermore, it only mentions that the New York Times published an article, but it does not specify what the article focused on (and why this would potentially cause a drop in their stock price).
- Paraphrase b) is an overgeneralisation and is somewhat 'emotional' – by using the word 'blame' when talking about the article's publisher.

Exercise 3 (example answers)

- a) An overreliance on smartphones often brings users many problems and should reduce their use if they wish to see an improvement to their lifestyle (Ward et al. 2017).

NOTES BASED ON ORIGINAL

- The more a person uses their smartphone, the more issues they face.
- Another way to look at it is, using a smartphone less often brings more benefits.
- Both ideas say essentially the same, but one looks at it from a more 'optimistic' perspective.

- b) For those who suffer from limited mobility, perhaps due to serious medical conditions, social media sites often play an essential role in communicating with the outside world (Primack et al. 2017).

NOTES BASED ON ORIGINAL

- People who suffer from health conditions use social media to communicate with other people.
- Specifically, people who may be stuck in one location (perhaps due to health issues?).
- Although the point above is not explicitly mentioned in the original sentence, the article does imply this is the correct meaning behind the phrase 'geographically isolated'.

- c) In comparison with the typical classroom setup, Ekahitanond (2017) found that the students who use an online learning environment are far more engaged and appear to share their own ideas freely amongst their peers.

NOTES BASED ON ORIGINAL

- Compared to studying in the classroom, the online learning environment allows students to engage with learning anytime of the day.
- Students feel more freedom in expressing their own ideas and opinions.

- d) Ramaswamy (2014) warns that the reliability of information found online has recently decreased due to the act of digital vandalism, especially on sites such as Wikipedia.

NOTES BASED ON ORIGINAL

- Information online is becoming less reliable recently, especially on sites like Wikipedia.
- 'Vandalism' in a digital form is responsible for the spread of fake data/news.
- Could elaborate on 'digital vandalism' in the discussion.

9.3 – Summarising

Exercise 1 (example answers)

Extract 1

Controversially, although he was not the first man to invent the telephone, Alexander Graham Bell is considered by many to be the inventor due to the wealth and success gained after he patented the device in 1876 (Barnes, 2018).

NOTES BASED ON ORIGINAL

- Alexander Graham Bell was not the first man to invent the telephone.
- Patented the telephone in 1876.
- This made Graham Bell very rich and seen by many as the true inventor.

Extract 2

Capturing digital photography has come a long way in the past thirty years, from Nikon unleashing the very first DSLR camera during the 1980s, to the devices that are now common place due to their portability, high-quality images and low prices (Barnes, 2018).

NOTES BASED ON ORIGINAL

- 1986 the first DSLR (by Nikon) was released > ten years until consumer product > twenty years until a common and less expensive product (thirty years total).
- Now less bulky (portable) and higher quality images.

Further notes

- For both example summaries above, you may feel that some important details are missing from the original extract. However, what information you decide to keep will depend on how you plan to use the evidence in your paper.

9.5 – Quotations

Exercise 1 (Examples)

- a) *The fashion industry has adopted the idea of ‘fast fashion’ for several reasons.*

Primarily, “to boost sales and keep their clients entertained.” (Barnes, 2018)

- b) *These poor working conditions have led to horrific accidents.*

In Bangladesh, one incident resulted in “1,134 people” losing their life “due to structural failure in a garments factory.” (Barnes, 2018)

- c) *Furthermore, the fashion industry blindly ignores the use of child labour.*

UNICEF (2017 as cited in Barnes, 2018) claimed that “over 150 million children are working in the fashion manufacturing industry worldwide”.

- d) *Additionally, these workshops encourage the practice of ‘soft slavery’.*

Barnes (2018) describes this as keeping people “indebted to third parties for securing them jobs in garment factories” by “giving away most of their small earnings to pay off that debt that will never end.”

- e) *Owners of these factories and workshops blame the retailers for their problems.*

They claim that there is “significant pressure from the retailers, as they demand faster production times and lower prices” which results in factories needing to “work with the worst materials and a lack of care for the manufacturing process” (Barnes, 2018).

Exercise 2 (example answers)

- a) *Including the need to maintain their customer’s interest and increase sales. (Barnes, 2018)*

- b) *For example, one poorly maintained factory in Bangladesh collapsed, resulting in a death toll of over 1,000 workers. (Barnes, 2018)*

- c) *In one report by UNICEF (2017, as cited in Barnes, 2018), the fashion industry is responsible for a child workforce of over 150 million.*

- d) *Barnes (2018) explains that workers are forced to pay a never-ending debt to the people or groups that aided in their application to work in manufacturing.*

- e) *Low prices and high turnover of products is the primary focus of most retailers, causing a strain on the factories’ ability to maintain any level of standards (Barnes, 2018).*

9.6 – Reporting verbs

Exercise 1

- a) The department managers **warned** that reducing the number of staff members would compromise customer satisfaction levels.

- The department managers are likely to be 'arguing' for their staff to keep their jobs.
- As "compromising customer satisfaction levels" is a negative outcome, and that the word "would" is used (to talk about the future), it is likely that this is a warning (not an acceptance).

- b) In response to the recent oil spill, BP **stresses** that the damage to the local wildlife is minimal and actions are being taken to restore their natural habitat.

- An oil spill will attract a lot of negative attention for BP, so they will want to 'emphasise' that the issue is not as bad as people think and that they are doing something to help the situation.

- c) A report from UNICEF **estimates** that one in five children are without access to education.

- UNICEF are 'presenting' their findings in the form of a statistic (one that would be difficult to strongly confirm – so a strong alternative, such as 'announces' would be unsuitable here).

- d) Researchers **discovered** that people who drink three cups of coffee a day are more likely to develop cases of insomnia.

- The researchers are presenting their 'conclusion', based on the research then conducted.

- e) The National Union of Students (NUS) **argues** that increased tuition fees are resulting in a reduction of students from low-income families applying for university.

- NUS are 'arguing' that the cause of the reduction in students from low-income families is due to the increase in tuition fees.

- f) Many large automotive companies **doubted** that battery-powered motors would replace the current combustion engine. However, things began to change when Tesla entered the market.

- Car companies initially 'disagreed' with (or 'questioned') the idea of electric cars.

10.2 – Citations

Exercise 1

- a) Too many authors names have been listed. If there are more than four authors, you will need to use the phrase 'et al.': **Smith et al. (2014)**.
- b) If multiple articles are used to support one idea, then the details are separated by a semicolon (not by the word 'and'): **(Ryan, 2017; Osmond, 2018)**.

- The above rule only applies for end of text citations. The equivalent in-text citation would appear as follows: **Ryan (2017) and Osmond (2018)** suggested that...

- c) There is no way an idea by Liss in 2016 could be cited in an article written by West in 2011. Either the years have been mixed up, or both the author and year are incorrect. You will need to return to the original source to check: **Liss (2011, as cited in West, 2016)** or **West (2011, as cited in Liss, 2016)**
- d) Only the family name (surname) is required in a citation: **(Laidler, 2016)**.
- e) The term 'no name' should never be used in referencing. If there is no author, then give the name of the organisation (for websites). If this is unclear, then the final option is to use the title of the article instead.
- f) If a publication year can be identified, it must be given. However, if there is no clear date provided, you may use the phrase 'no date', as follows: **(Hambly, no date)**.
- g) The author's initials (the first letter of their given names) do not need to be given in citations. Surname and initials are only provided in the reference list: **(Graham, 2017)**
- h) If an article has four or more authors, you must use the phrase 'et al.' to demonstrate this. You cannot replace this phrase with 'etc.': **(McKinlay et al. 2013)**.

10.3 – Reference lists

Exercise 1

- a) Christensen, C.M. (2003) *The innovator's dilemma*. New York: Harper Collins.
- b) Cox, C.K. (1993) 'Tertiary level writing', *EA Journal*, 12(1), pp. 52-60.
- c) Perry, D. (2006) *Are games better than life?* Available at: https://www.ted.com/talks/david_perry_on_videogames (Accessed: 25 March 2010).
- d) Morgan, C. (2017) *Sustainable practice* [PowerPoint presentation]. SSP7057: *Sustainable Tourism*. Available at: <http://www.ucm.ac.uk/resources/2017-11-09/sustainable-practice-ppt> (Accessed: 11 November 2017).

Exercise 2

Below is the correct format for all six sources, provided in the correct (alphabetical) order. **NOTE:** the accessed date will vary depending on when you completed the exercise.

Boroditsky, L. (2017) *How language shapes the way we think*. Available at:

https://www.ted.com/talks/lera_boroditsky_how_language_shapes_the_way_we_think

(Accessed: 1 July 2018).

Cottrell, S. (2013) *The study skills handbook*. 4th edn. Basingstoke, Hampshire: Palgrave Macmillan.

Office for National Statistics (2018) *Who does the UK trade with?* Available at:

<https://www.ons.gov.uk/businessindustryandtrade/internationaltrade/articles/whodoestheuktradewith/2017-02-21> (Accessed: 1 July 2018).

Steers, R.M., Nardon, L. and Sanchez-Runde, C.J. (2016) *Management across cultures: developing global competencies*. 3rd edn. Cambridge: Cambridge University Press.

Wessel, M., Thies, F. and Benlian, A. (2017) 'Open the floodgates: the implications of increasing platform openness in crowdfunding', *Journal of Information Technology*, 32(4), pp. 344-360. doi: 10.1057/s41265-017-0040-z.

Zhang, J.H. (2018) 'Accounting comparability, audit effort, and audit outcomes', *Contemporary Accounting Research*, 35(1), pp. 245-276. doi: 10.1111/1911-3846.12381.

11.2 – Improving cohesion

Exercise 1

- a) *The company was losing money, **so** they decided to sell some of their assets.*
- b) *Researchers claimed they gathered enough data, **but** the sample size was too small.*
- c) *Their product was not innovative, **and** it was also not priced competitively.*
- d) *Perhaps the event failed because of the weather, **or** perhaps it was the inaccessible location.*

Exercise 2 (example answers)

- e) ***Although** technology offers many benefits, it can also cause some difficulties.*
- f) *Some employees require careful guidance, **while** others are far more independent.*
- g) ***Because** the student finished her work early, she had time for her tutor to provide feedback.*
- h) *Samsung has steadily increased its share in the smartphone market, **whereas** Nokia's share has rapidly decreased.*
- i) ***Even though** inflation is rising, the national average wage has not increased.*

11.3 Proofreading

Exercise 1

Proofreading your work is quite essential, as even professional writers make mistakes in **they** earlier drafts. Many writers believe their word processing software will identify all the errors as they **writing**, and that proofreading is an unnecessary process. However, even the best spelling and grammar checking software can overlook obvious **some** mistakes. Therefore, it is important to review any written work armed with some revision **P**roofreading techniques.

Firstly, reading **an** text out loud can help, as this forces the writer to **the** focus on every single word. Silently **reeding** a paper will often lead to rushing through and self-correcting any errors within the brain. Reading backwards will also direct the attention to each word, as the grammar and context are removed. **t**his method is especially usefully when checking for spelling mistakes.

Focusing on **once** sentence at a time can also reduce the risk of reading too quickly. This can also be achieved by reading backwards. **S**tart with the last sentence in the paper, then move on to the previous sentence. This should be repeated until the opening sentence of the paper has **being** reached.

Checking for grammatical **errorr** is possibly the most challenging stage. Sometimes something will seem **in** of place, or there may be a case of uncertainty regarding situations where 'that' or 'which' could be used. Be **prepare** to do a little research by having a good grammar book ready to review any grammatical rules that cause confusion (**missing full stop**)

Using a hard copy (a printed version) will also be **useful extremely**, as this allows for marks (such as symbols and abbreviations) or notes to be made. Although word processing software does allow for notes, this **cannot** be a little more time-consuming. **h**owever, if proofreading is done on a computer, it does mean that immediate changes can be made. But, it also means that sometimes when one correction**s** is made quickly, another one may appear and then be overlooked.

12.1 – Margins, font and spacing

Exercise 1

- **The margins are too big** – Should be 2cm (top, bottom, left, and right).
- **The details in the header are incorrect** – The right side should give the module name, and the left side should provide the assignment name.
- **Alignment errors** – Title should be centred, main body paragraphs should be justified, and the heading (*“Asking for help?”*) should be left aligned.
- **Font changes** – There are several different fonts used throughout. This also includes the formatting of the text, such as the incorrect use of bold and underline on main body text.
- **Changes in line spacing** – Each section uses different line spacing settings. For example, the main body paragraphs should consistently be formatted using 1.5 line spacing.