



# Session 6

Credibility

Presented by *Fatima Fostok*

## English Skills

Designed by *Bahaa Janbein*

# Zoom Rules:



**1- Please have your camera on if possible**

**2- Keep your self muted**

**3- Raise your hand to ask or answer**





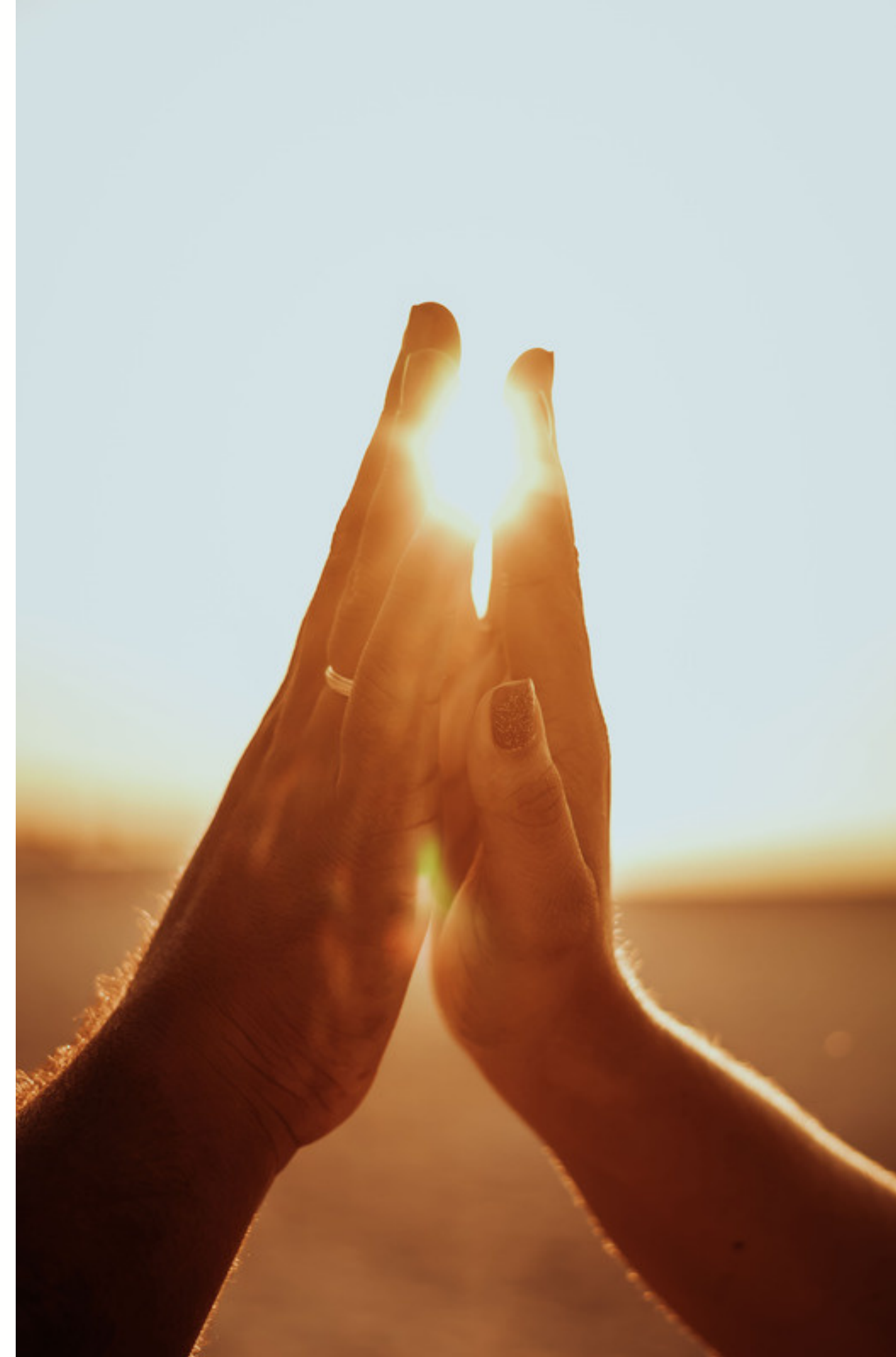
# INTRODUCTION

Establish credibility in academic writing by conducting thorough research, citing reputable sources, and referencing academic books and journals.

# CREDIBILITY

Credibility is the level of trustworthiness and authority that a writer has on a subject and is one of the key characteristics of effective writing.

The main reason writers include outside sources in their work is to establish credibility with their audience. Including outside sources in one's writing indicates that their opinions are based on more than a personal or surface knowledge of the subject. It shows that others agree with their ideas and that there is logical evidence to support their opinion.







# THE IMPORTANCE OF CREDIBILITY

Academic credibility is vital for producing quality work. Use credible sources, provide accurate citations, and proofread your work carefully.

# TIPS FOR ESTABLISHING CREDIBILITY

Use reputable sources to support your arguments.

Acknowledge and address counterarguments.

Use a formal and objective tone.



# HOW IS IT ACHIEVED?

Authors can bolster (strengthen and support) their credibility through the use of different means of support such as:

1. Facts: (real names of people and places, dates, real events and anecdotes)
2. Statistics: (numbers, percentages, and numerical figures taken from research work)
3. Opinions of Experts
4. Quotes
5. Interviews
6. Research findings



# COMMON MISTAKES THAT DAMAGE CREDIBILITY

To establish credibility in academic writing, avoid plagiarism, use credible sources, cite your references, and proofread for errors and typos.





# ACTIVITY 1

What means of support do the authors (in the paragraph below) use to achieve credibility? Support your answers with evidence.

The earthquake, with a magnitude estimated at 7.0, struck just before 5 p.m. about 10 miles southwest of Port-au-Prince. Many aftershocks followed and more were expected, said David Wald, a Geological Survey seismologist (a person who studies earthquakes). "The main issue here will probably be shaking," he said, "and this is an area that is particularly vulnerable in terms of construction practice, and with a high population density There could be a high number of casualties." red





# ACTIVITY 2

What means of support do the authors (in the paragraph below) use to achieve credibility?  
Support your answers with evidence.

Saudi Arabia's population has increased 300% since 1973, to 23 million. So many have moved to the kingdom's three largest cities, Riyadh, Jidda and Dammam, that they are now home to nearly 80% of the population. At nearly 600 square miles, Riyadh alone is larger than Los Angeles.



# ACTIVITY 3

What means of support do the authors (in the paragraph below) use to achieve credibility? Support your answers with evidence.

More than 10 million Americans suffer from anorexia, bulimia and other eating disorders. And while people tend to think such problems are limited to adolescence and young adulthood, Judith Shaw knows otherwise. A 58-year-old yoga instructor in St. Louis, Ms. Shaw says she was nearing 40 when she decided to "get healthy" after having children. Soon, diet and exercise became an obsession.





# CONCLUSION

To improve credibility, use reliable sources, avoid plagiarism, cite references properly, and proofread for errors.

Follow guidelines and be concise.

# ANY QUESTIONS?



WHAT IS THE SHORTEST WORD IN THE ENGLISH  
LANGUAGE THAT CONTAINS THE LETTERS:  
ABCDEF?

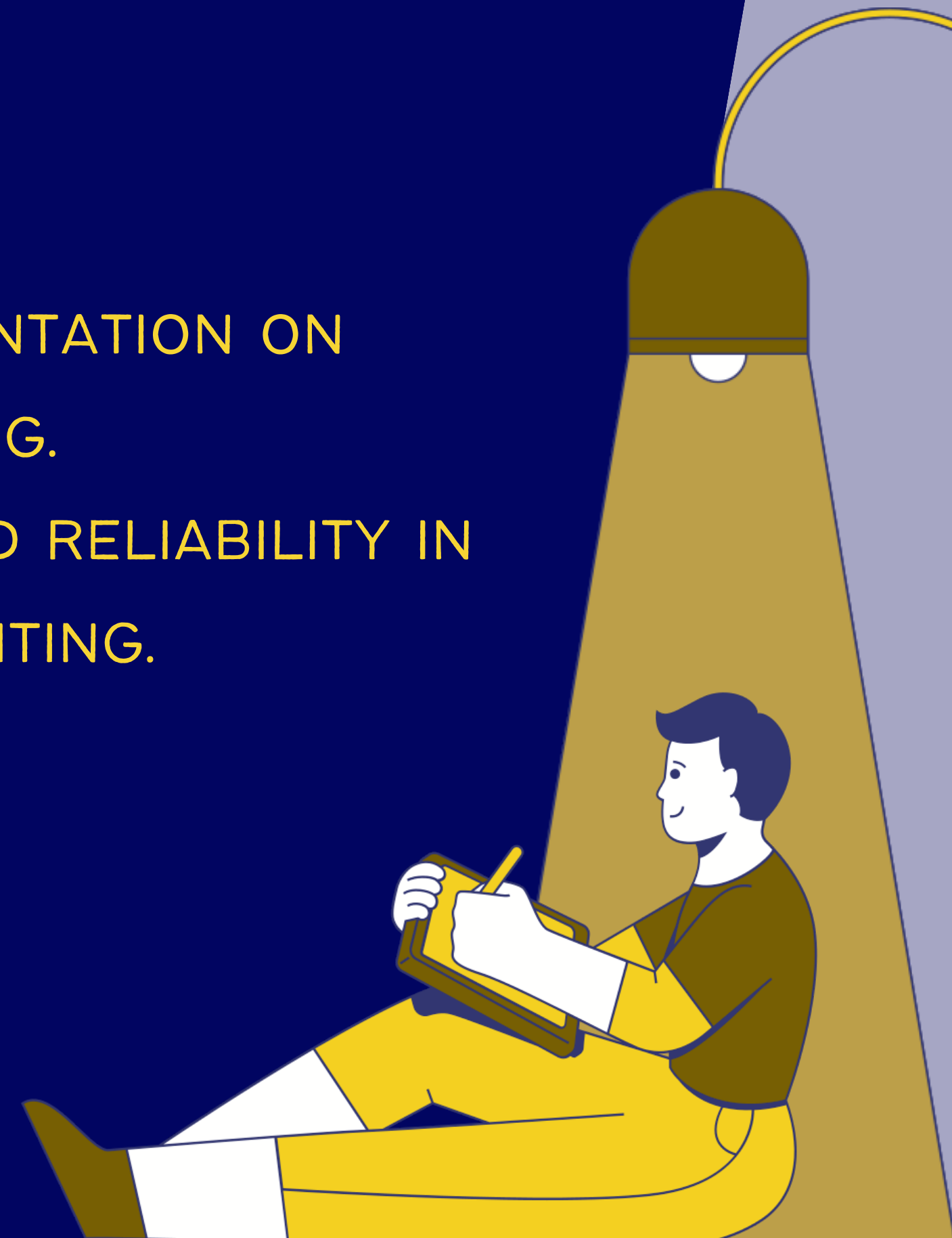
**ANSWER: FEEDBACK.**

DON'T FORGET THAT FEEDBACK IS ONE OF THE  
ESSENTIAL ELEMENTS OF GOOD  
COMMUNICATION

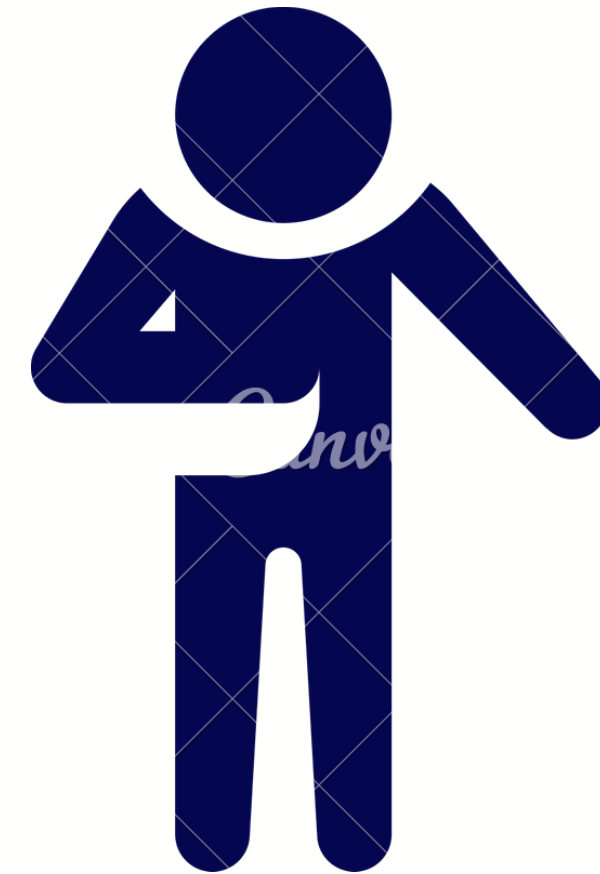
**-TOGETHER\_WE\_CAN**



THANK YOU FOR LISTENING TO MY PRESENTATION ON  
CREDIBILITY IN ACADEMIC WRITING.  
LET'S CONTINUE TO PRIORITIZE ACCURACY AND RELIABILITY IN  
OUR ACADEMIC RESEARCH AND WRITING.



*Thank  
You*



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