

Answers

Providing answers for a writing course is less clear-cut than for other language areas. In some exercises there is only one possible answer, but in other cases several possibilities exist. Teachers need to use common sense, and accept any reasonable answer. In the case of exercises where students can choose their own topic and it is therefore impossible to provide an answer, students still appreciate having an example answer, and so some have been included.

Academic writing quiz

1. b (see Unit 1.2)
2. c (see Unit 1.1)
3. a (see Unit 1.4)
4. c (see Unit 1.11)
5. b (see Unit 1.3)
6. c (see Unit 1.5)
7. a (see Unit 1.8)
8. b (see Unit 1.6)
9. c (see Unit 1.10)
10. a (see Unit 1.11)
11. b (see Unit 1.12)
12. c (see Unit 1.2)

Academic writing quiz

- | | | | |
|----------------------|-----------------------|-----------------------|----------------------|
| 1. b (see Unit 1.2) | 2. c (see Unit 1.1) | 3. a (see Unit 1.4) | 4. c (see Unit 1.11) |
| 5. b (see Unit 1.3) | 6. c (see Unit 1.5) | 7. a (see Unit 1.8) | 8. b (see Unit 1.6) |
| 9. c (see Unit 1.10) | 10. a (see Unit 1.11) | 11. b (see Unit 1.12) | 12. c (see Unit 1.2) |

1.1 Background to writing

1 The purpose of academic writing

Other reasons might include:

- to present a hypothesis for consideration by others
- to make notes on something read or heard

Possibilities include:

- semi-formal vocabulary, lack of idioms
- use of citation/ references
- normally impersonal style
- use of both passive and active

2 Common types of academic writing

Notes – A written record of the main points of a text or lecture, for a student's personal use.

Report – A description of something a student has done, e.g. conducting a survey.

Project – A piece of research, either individual or group work, with the topic chosen by the student(s).

Essay – The most common type of written work, with the title given by the teacher, normally 1000–5000 words.

Dissertation/ Thesis – The longest piece of writing normally done by a student (20,000+ words) often for a higher degree, on a topic chosen by the student.

Paper – A general term for any academic essay, report, presentation or article.

3 The format of long and short writing tasks

- (a) abstract
- (b) references
- (c) appendix
- (d) acknowledgements
- (e) literature review
- (f) case study

4 The features of academic writing

- (a) title
- (b) sub-title
- (c) heading
- (d) sentence
- (e) phrase
- (f) paragraph

6 Simple and complex sentences

(Example sentences)

- (a) In 2007 the company produced nearly 165,000 vehicles.
- (b) Vehicle production fell in 2008.
- (c) In 2009 fewer vehicles were made than in the four previous years.
- (d) Between 2005 and 2009 vehicle production peaked in 2007, when the number reached 164,000.

7 Writing in paragraphs

See Unit 1.10. Organising paragraphs 1 for initial questions

para 2 begins: But a new use for charcoal ...

para 3 begins: The other benefit of biochar ...

para 4 begins: But other agricultural ...

1.2A Reading: finding suitable sources

1 Academic texts

Text 1 – yes – it summarises some relevant research, and includes citations

Text 2 – no – apparently an informal personal report

Text 3 – possibly – appears to be a newspaper article but includes relevant information

Text 4 – yes – an academic article with citations

Possible answers:

Feature	Example
1 Formal vocabulary	... the marketing planning process in tourism marketing the extent of political-economic dependency ...
2 Use of references	(Buckley and Witt, 1990; Hall, 1991)
3 Impersonal style	... it has also long been recognised that ...

	... it is important to study the tourists' attitude.
4 Long, complex sentences	Equally, from a political perspective, the nature of state involvement in and policies for tourism is dependent on both the political-economic structures and the prevailing political ideology in the destination state, with comparisons typically made between market-led and centrally planned economies.

2 Types of text

Possible answers:

Text type	Advantage	Disadvantage
Textbook	Written for students	May be too general
Website	Usually up-to-date	Possibly unreliable or unedited
Journal article	Often focuses on a special area	May be too specialised or complex
Official report (from government)	Contains a lot of detail	May have a narrow focus
Newspaper or magazine article	Easy to read and up-to-date	May not be objective and not give sources
e-books	Easily accessible	Must be read on screen

4 Using library catalogues

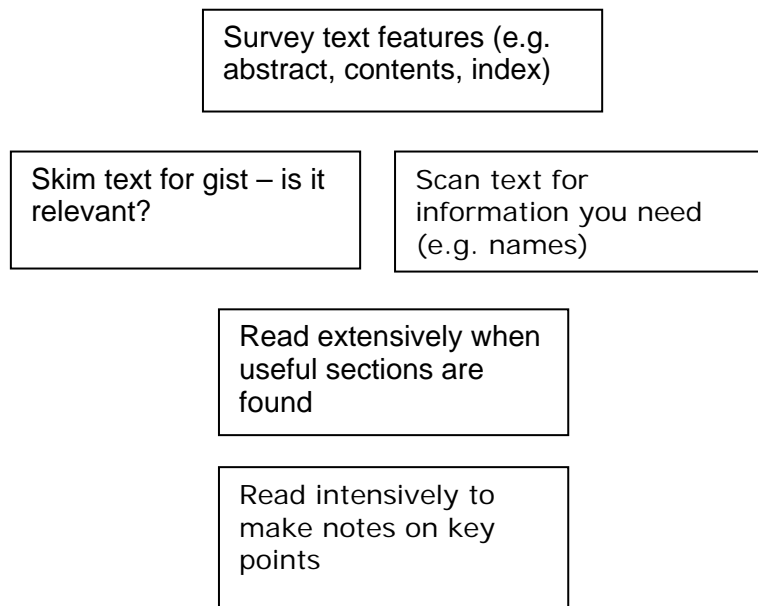
Titles 2 and 5 are up-to-date and appear to be general introductions. Titles 1, 3 and 6 are more localised and specialised.

1.2B Reading: developing critical approaches

1 Reading methods

Choosing suitable texts

Look at title and sub-title



Possible answers:

text genre recognition

dealing with new vocabulary

3 Reading abstracts

(a) Background position – A growing chorus of scholars ... American democracy.

(b) Aim and thesis of article – This article questions ... engaged citizenship.

(c) Method of research – Using data from ... political participation.

(d) Results of research – Rather than the erosion ... in America.

4 Fact and opinion

	Fact	Opinion
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1 Smoking can be dangerous to health	<i>Fact</i>	
2 Smoking is addictive	<i>Fact</i>	
3 Smoking should be banned		<i>Opinion</i>
4 Smoking is dangerous so it should be banned	<i>Fact</i>	<i>Opinion</i>

	Fact or opinion?	Facts – true or false?	Opinions – agree or disagree?
1 Britain has the highest crime rate in the world	<i>Fact</i>	<i>False</i>	
2 In Britain, hundreds of crimes are committed every day	<i>Fact</i>	<i>True</i>	
3 Many criminals are never caught	<i>Fact</i>	<i>True</i>	
4 The police are inefficient	<i>Opinion</i>		?
5 The police should be abolished	<i>Opinion</i>		?

6 Practice

(a)

1	Probably unreliable. The adjectives used (easily, quickly) and the lack of concrete information suggest that this text is not to be trusted. In addition, commonsense should suggest that you cannot legally earn hundreds of pounds in a few hours.
2	Probably reliable. The advice the writer is giving appears commonsense, although not everyone might agree with all of it (e.g. cooking is fun).
3	Probably reliable. The facts given can be confirmed by students' own experience.

(b)

Positive aspects: Contains some relevant ideas. The studies mentioned could be followed up using a search engine.

Negative aspects: Rather superficial and informal in style. No citations.

7 Critical thinking

The responses to these questions will vary from student to student, which is the nature of the critical approach.

1.3 Avoiding plagiarism

3 Degrees of plagiarism

- (1) Y
- (2) Y
- (3) Y
- (4) N
- (5) Y
- (6) N
- (7) Y
- (8) N
- (9) Y/N
- (10) Y

4 Avoiding plagiarism by summarising and paraphrasing

- (a) acceptable – a correctly referenced summary
- (b) plagiarised – original wording with minor changes to word order

- (c) acceptable – a correctly referenced quotation
- (d) technically plagiarism – mistake in date means the citation is incorrect
- (e) plagiarised – some original wording and no citation

5 Avoiding plagiarism by developing good study habits

(Possible further suggestions)

- check that your quotations are exactly the same wording as the original
- when paraphrasing, alter the structure as well as the vocabulary

1.4 From understanding titles to planning

2 Analysing essay titles

Analyse – break down into the various parts and their relationships

Assess – decide the worth or value of a subject

Describe – give a detailed account of something

Discuss – look at various aspects of a topic, compare benefits and drawbacks

Examine – divide into sections and discuss each critically

Illustrate – give examples

Outline – give a simple, basic account of the main points of a topic

State – explain a topic briefly and clearly

Suggest – make a proposal and support it

Summarise – deal with a complex topic by reducing it to the main elements

(NB. 'summarise' and 'outline' are very similar)

3 Practice

(a) How/ why/ what

Asking for a description of the process of and reasons for segmentation, and analysis of the social and economic forces involved.

(b) Describe

List the most likely causes of this situation.

(c) How

Explain the ways psychology can help to cut down the incidence of bullying.

(d) Is/ Should

Consider whether criminal law is becoming more subjective, and discuss the desirability of this trend.

(e) Discuss/ indicating

Describe how earthquakes affect different types of structures with reference to the soil characteristics, and explain how the structures can be made more resilient.

4 Brainstorming

Possible benefits

Young children more open, less inhibited

They appear to have better memories

May improve understanding of their own language

Possible drawbacks

Young children may not understand the necessary grammar

They may not grasp the cultural context of a second language

5 Essay length

(NB. These figures are only a guide and individual students may have a different approach).

(a) Describe/ How

Approximately 50:50

(b) How/ Illustrate

Approximately 40:60

(c) Outline/ Suggest

Approximately 50:50

(d) What/ how

Approximately 30:70

6 Outlines

(b)

(i) Lists can help develop a logical structure and make it easier to allocate space, but are rather inflexible.

Mind maps are more flexible as extra items can be added easily.

(ii) Possible list outline:

Reducing harmful impacts

limit numbers of visitors

keep visitors in limited area

control new developments carefully

provide new infrastructure e.g. roads of value to all
give locals opportunity to start new businesses

1.5 Finding key points and note-making

1 Why make notes?

- (a) to prepare for essay writing
- (b) to avoid plagiarism
- (c) to keep a record of reading/ lectures
- (d) to revise for exams
- (e) to help remember main points

2 Note-making methods

The notes are paraphrased, not copied from the text. The source is included.

3 Finding key points

(Example titles)

Marketing to the older generation

Selling to retired people

An ageing market

Key points:

- (a) The generation born after the second world war, sometimes called the baby-boomers, are now reaching retirement age, and businesses are starting to realise that they are a wealthier market than any previous retirement group.

(b) There are, however, certain difficulties in selling to this market. Some customers resent being addressed as 'old' since they see themselves as more youthful, while there is a huge variation in the profile of the baby boomers.

4. Finding relevant points

Key points:

1 Currently over two-thirds of Americans are believed to be either overweight or obese, but recently it has been discovered that the situation may have stabilised.

2 This trend may have important consequences for the healthcare system: according to a recent study (Finkelstein *et al.*, 2009) an obese American is likely to cost the system over 40 per cent more than someone with normal weight.

3 ... but medical researchers still struggle to understand the basic causes of the problem, which is that obesity in America is now three times greater than 50 years ago.

4 ... those with irregular and badly paid employment are more likely to eat what is convenient and tasty...

Another possibility is that food is now cheaper relative to income ...

... fewer calories are used in doing domestic chores around the house ...

5 Although Americans often dislike being told what to do by their government, these campaigns may be finally having an effect.

6 Practice A

(Example notes)

Source: (Herapath, T. (2010) *Journal of Transatlantic Contexts* 14, p. 319)

Have Americans stopped getting fatter?

- (1) 2/3 Americans overweight, but lately growth in obesity seems to have stopped
- (2) may reduce future healthcare costs (obesity adds 40 per cent to medical expenses – Finkelstein *et al.*, 2009)
- (3) no agreement on reasons for obesity in US
- (4) three possible causes: (a) more people have disorganised lives (b) food has become cheaper (c) people do less physical work
- (5) new trend may be result of govt. action on food labelling and children's diets

7 Practice B

(Example notes)

Source: (Kitschelt, P. (2006) *How the Brain Works*. Berlin: Freihaus p. 73)

The brain and the memory process

- 1) Siesta can help improve memory > learning
- 2) New memories > hippocampus (short term) > Pre-frontal cortex (long-term)
- 3) Process happens during Stage 2 sleep
- 4) Univ. Calif. team researched process:
 - 2 groups: a) stayed awake b) had siesta
 - group b) performed better at memory tasks in evening

1.6 Paraphrasing

2 Practice A – The causes of the industrial revolution

a	Quite good, but lack of precision (at that time) and unsuitable register (bosses).
b	The best paraphrase, with all main points included and a significantly different structure.
c	A poor paraphrase, with only a few words changed and extra and inaccurate information added (Britain was the only country . . .).

4 Practice B

(A number of possibilities are acceptable here. These are suggestions)

(a)

(ii) It started in France and Germany, but accelerated in the United States.

(iii) There Henry Ford modified the moving assembly line from the Chicago meat industry to car manufacturing, thereby inventing mass production.

(b)

(ii) After the second world war the focus of car makers was on the style of their products, to encourage more frequent model changes.

(iii) From the 1970s the industry was criticised for its inefficient vehicles which wasted petrol.

(c)

(ii) Some of the most famous brands in the world are today owned by the industry.

(iii) Currently, saturated markets and increased competition threaten many car makers.

(d) (Example paraphrase)

The expansion of contemporary capitalism matches the rise of the automobile industry. After starting in Germany and France, it accelerated in the United States. There the moving assembly line was modified by Henry Ford from the Chicago meat industry to manufacturing cars; thereby inventing mass production. General Motors dominated the world's car companies in the 1920s, with help from the managerial theories of Alfred Sloan. After the second world war the focus of car makers was on the style of their products, to encourage more frequent model changes. From the 1970s the industry was criticised for its inefficient vehicles which wasted petrol. At this time increasingly militant trades unions defended their members' jobs. Some of the most famous brands in the world are today owned by the industry, although currently saturated markets and increased competition threaten many car makers.

5 Practice C – The past below the waves

(Example answer)

Archaeologists can learn about multiple aspects of historic societies by studying shipwrecks, but most of the millions lying on the ocean floor are too deep for divers to examine. They can only work above 50 metres; restricting them to coastal wrecks which are more likely to have been disturbed. Research in mid-ocean has required expensive submarines with their support vessels, limiting the number of wrecks that can be explored. But this may change due to the latest craft, called an automatic underwater vehicle or AUV. Not requiring a support ship and operating independently, this will be used by an American team to examine part of the seabed off the Egyptian Mediterranean coast close to the site of a Bronze Age harbour.

1.7 Summarising

1 What makes a good summary?

A good summary requires:

selection of most important aspects/ clear description/ accuracy

2 Stages of summarising

(c)

(d)

(b)

(a)

(e)

3. Practice A – Mechanical pickers

1 = a (contains all key points)

2 = c (includes unnecessary examples)

3 = b (includes information not in original, e.g. increase profits and fails to describe the machines)

4 Practice B – Wealth and fertility

(Example answers)

(a) Falling levels of fertility have generally been found as countries become richer.

(b) In some, number of children born fell below replacement rate.

(c) Two results: smaller populations and larger numbers of elderly needing assistance.

(d) Recent research claims that a new situation may be developing.

(e) Comparison of HDI (human development index: life expectancy, income and education) with fertility found that in most highly rated (+0.9) countries, fertility is rising.

Example summary 1

The growing family?

Falling levels of fertility have generally been found as countries become richer. In some, the number of children born has fallen below the replacement rate. There are two likely results: smaller populations and larger numbers of elderly needing assistance. But recent research claims that this pattern may be changing. A comparison of HDI (human development index: life expectancy, income and education) with fertility found that in most highly rated (HDI +0.9) countries, fertility is rising.

(Example summary 2)

Research suggests that the long-term decline in human fertility may be reversing in some of the most advanced societies.

5 Practice C – The last word in lavatories?

(Example summary)

The Washlet is an expensive lavatory which is popular in Japan, with a range of special features. Its maker, the Toto company, is hoping to expand sales in the West, but different regulations about toilet design and electrical fittings make this a challenging goal.

1.8 References and quotations

1 Why use references?

(a) N

(b) Y

(c) Y

(d) N

(e) Y

(f) N

2 Citations and references

Smith (2009) argues that the popularity of the Sports Utility Vehicle (SUV) is irrational, as despite their high cost most are never driven off-road. In his view 'they are bad for road safety, the environment and road congestion' (Smith, 2009: 37).

The first is a summary, the second a quotation.

A summary allows the writer to condense ideas, while a quotation uses the words of the original author, which have authenticity and may be difficult to improve.

6 Practice

(Example answers)

(a) According to Hoffman (2009) mobile phones have had a powerful impact in the developing world as they offer previously unavailable services, and have led to the growth of new, focused local operators.

(b) Hoffman points out that the special conditions in the developing world have produced new phone operators: 'that are larger and more flexible than Western companies, and which have grown by catering for poorer customers ...'

(Hoffman 2009: 87).

(c) Hoffman (2009) argues that the impact of mobile telephony on developing countries is significant as they offer services previously unavailable, and has led to the growth of new local operators which: 'are larger and more flexible than Western companies, and which have grown by catering for poorer customers...' (Hoffman 2009: 87).

8 Organising the list of references

- (a)
 - (i) Dörnyei
 - (ii) Bialystock/ Larson-Hall
 - (iii) Flege
 - (iv) Myles
 - (v) The International Commission on Second Language Acquisition
 - (vi) Gass and Selinker
- (b)
 - (i) Author/ Date/ Title/ Place of publication/ Publisher
 - (ii) Author(s)/ Date/ Article title/ Journal title/ Volume number/
Page numbers
 - (iii) Author/ Date/ Chapter title/ Editor(s)/ Book title/ Place of
publication/ Publisher
 - (iv) Author/ Title/ Name of website/ URL/ Date of access
 - (v) Name of website/ Article title/ URL/ Access date
 - (vi) Authors/ Date/ Title/ Place of publication/ Publisher
- (c) For book and journal titles
- (d) For titles of books and journals (not articles)

- (e) Under the name of the organisation or title of the publication
- (f)
- (i) Bialystock, 1997
- (ii) Dörnyei, 2009
- (iii) Flege, 1999
- (iv) Gass and Selinker, 2001
- (v) Larson-Hall, 2008
- (vi) Myles, nd
- (vii) The International Commission on Second Language Acquisition,
nd

1.9 Combining sources

1 Mentioning sources

- (a) 6
- (b) The level of technology anxiety
- (c) Venkatesh
- (d) Mick and Fournier
- (e) 2

2 Taking a critical approach

- (a) (Example answers)

Summary	Original
. . . steps should be taken . . . such as carbon dioxide.	. . . it can be expected that . . . burning of fossil fuels.

she mentions evidence of . . . levels of CO2	Some critics claim . . . unrelated to CO2 levels.
----------------------------------------------	---------------------------------------------------

- (b) puts forward/ maintains/ presents/mentions/ discusses/ considers
- (c) However
- (d) But/ on the other hand

3 Combining three sources

(Example answer)

Additionally, Lahav (2010) raises the issue of the computer models which are used to predict future climate, and argues that these may be unreliable instruments for making critical decisions. He points out that climate-change critics suggest that, given the uncertainty involved, it might be better to allocate resources to social improvements rather than green technology.

1.10 Organising paragraphs

1 Paragraph structure

The answers are found below the table in (2).

3 Practice A

(a)

Topic sentence
Example
Reason
Supporting point 1
Supporting point 2

Supporting point 3

(b) for example/ It is widely believed/ In addition/ But above all

(c) Despite this

4 Development of ideas

(a)

Topic sentence	iii
Definition	i
Result 1	vi
Result 2	v
Result 3	iv
Conclusion	ii

(b) All these claims

(c) These/ but/ When this/ Others/ in other words/ Even

6 Practice B

(Example answer)

(a)

1 Topic	It has been argued that rises in the rate of home ownership can increase the rate of unemployment.
2 Reason	This is because home ownership appears to make people more reluctant to move in order to find work.
3 Example	Spain is an example of a country where high rates of home ownership coincide with high unemployment, while Switzerland demonstrates the opposite.
4 Argument	This theory, however, remains controversial.
5 Conclusion	It is clear that other factors, such as the liquidity of the housing market, must play a role in the relationship.

(b)

1 This theory was lent support by the performance of the housing market in US states such as California and Florida during the recession of 2007—9.
2 These states had all experienced a major housing boom during the 1990s.
3 But after the start of the recession the rate of house moving declined steeply.
4 It appears that one factor in this slowdown was the number of households in negative equity.
5 Having negative equity means that a house would be sold at a loss.
6 Therefore a recession may be deepened if labour becomes more static, as a result of high home ownership rates.

1.11 Introductions and Conclusions

1 Introduction contents

(a)

	Y/N
(i) A definition of any unfamiliar terms in the title	Y
(ii) Your opinions on the subject of the essay	N
(iii) Mention of some sources you have read on the topic	Y
(iv) A provocative idea or question to interest the reader	N
(v) Your aim or purpose in writing	Y
(vi) The method you adopt to answer the question (or an outline)	Y
(vii) Some brief background to the topic	Y
(viii) Any limitations you set yourself	Y

(b)

(i) Background

- (ii) Outline
- (iii) Purpose
- (iv) Mention of sources
- (v) Definition
- (vi) Limitation

2 Introduction structure

Essential: Your purpose/ Your method/ Background/ Outline

Optional: Definitions/ A mention of some sources/ Limitations

3 Opening sentences

(Example answers)

(a) In recent years there has been a steady criticism of the lack of women in senior management.

(b) In the past decade global warming or climate change has become one of the most pressing issues on the international agenda.

(c) There has been some decline in rates of infant mortality in the developing world over the last 20 years, but in many countries progress has been slow.

(d) Rapid internal migration from the countryside to the cities is a feature of many developing societies.

4 Practice A

(Example introduction)

Steadily increasing demand for higher education (i.e. education to degree level) worldwide has resulted in growing pressure on state budgets for financial

support. In response many countries have attempted to transfer the costs to students, usually in the form of higher fees. This raises the issue of who benefits from a university education, which is generally seen as the key to a better job and whether access to it should be restricted.

The aim of this essay is to answer these questions, taking into account the expense of tertiary education and the fact that rising student numbers often result in a poorer quality of education. The question of fairness will be examined, given that HE benefits a minority, and finally the need to encourage students from poorer families to attend university will be considered. Given the limitations of space, China will be used as an example to illustrate the main points involved.

5 Conclusions

(a) Y

(b) Y

(c) N

(d) Y

(e) Y

(f) Y

(g) Y

(h) N

(i) f

(ii) b

(iii) e

(iv) d

(v) g

(vi) a

6 Practice B

(Example conclusion)

It has been shown that, although in some situations a strong economy is linked to low rates of home ownership, this is not always the case. There have been claims that owning a house may make people reluctant to move in order to find work, and this theory seems to be supported by the examples in some US states during the recession of 2008–9. However, it appears that the main factor here was negative equity, rather than just ownership. As negative equity is the product of a house price bubble, it seems that the principal threat to a national economy is rapid inflation of house prices to unsustainable levels.

Consequently, it can be suggested that governments should take steps to control the expansion of credit to prevent housing bubbles by discouraging risky lending. Clearly, this short essay has only outlined the main points of this topic and many aspects would benefit from more study. One possible field for further research would be to investigate the reasons why some home owners default on their mortgage payments.

1.12 Re-writing and proof-reading

3 Practice B

(Example re-write)

Organisations inevitably face risks by permitting researchers to interview employees, so these must be understood and minimised by the design of the research project. If employees criticise other workers in the organisation they may be punished, or alternatively they may feel unable to express their true feelings and so invalidate the interviews. Consequently, researchers must

protect the reputation of the organisation and the value of their own work by carefully explaining the purpose of the study and insisting on strict anonymity through the use of false names. By doing this both parties should benefit from the research.

4 Proof-reading

(b)

(i) Africa is not a country: *such as Nigeria*

(ii) innocence is a noun: *Young and innocent*

(iii) comma needed: *However, some strains ...*

(iv) present perfect needed with 'since': *Since 2005 there have been ...*

(v) 'successfulness' is not a word: *success*

(vi) 'pervious' is incorrect: *previous*

(vii) 'one of the ...' needs plural noun: *one of the largest companies ...*

(viii) repetition: *the essay will conclude with an analysis of ...*

(ix) time periods need definite article: *the 19th century*

(x) *when consumers go out shopping ...*

(c)

(i) style – use children

(ii) singular/plural – their lines

(iii) vocabulary – torment is too strong, use inconvenience

(iv) word ending – different effects

- (v) factual – 1973
- (vi) word order – overcome
- (vii) punctuation – no comma needed
- (viii) spelling – Hungary
- (ix) missing word – the world
- (x) tense: have entered

d) (Example answer)

Many non-European businesses are aiming to enter the single European market as they see an unexploited potential there. There are three reasons for this interest. Firstly, the non-European organisations are keen to do business in the European market because it is one of the leading investment destinations and the easiest place to set up and run a business in the world. Secondly, the single European market provides foreign investors with an internationally competitive tax environment. Finally, there are many wealthy individuals living in Europe.

5 Confusing pairs

- (a) principles
- (b) lose
- (c) affect
- (d) compliments
- (e) its
- (f) economic
- (g) accepted

