

جامعة الملك سعود

كلية إدارة الأعمال



# مهارات الكتابة الإحترافية Professional Writing Skills

إعداد وتقديم

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Whether you're a student or teacher,  
academic writing skills are necessary  
in today's world.

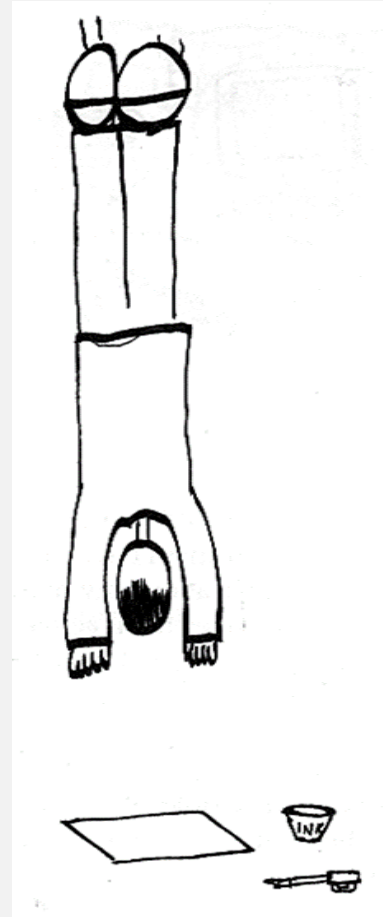
Essays, reports, presentations and  
research papers are just some  
examples of documents written in the  
academic style.

# **Objectives**

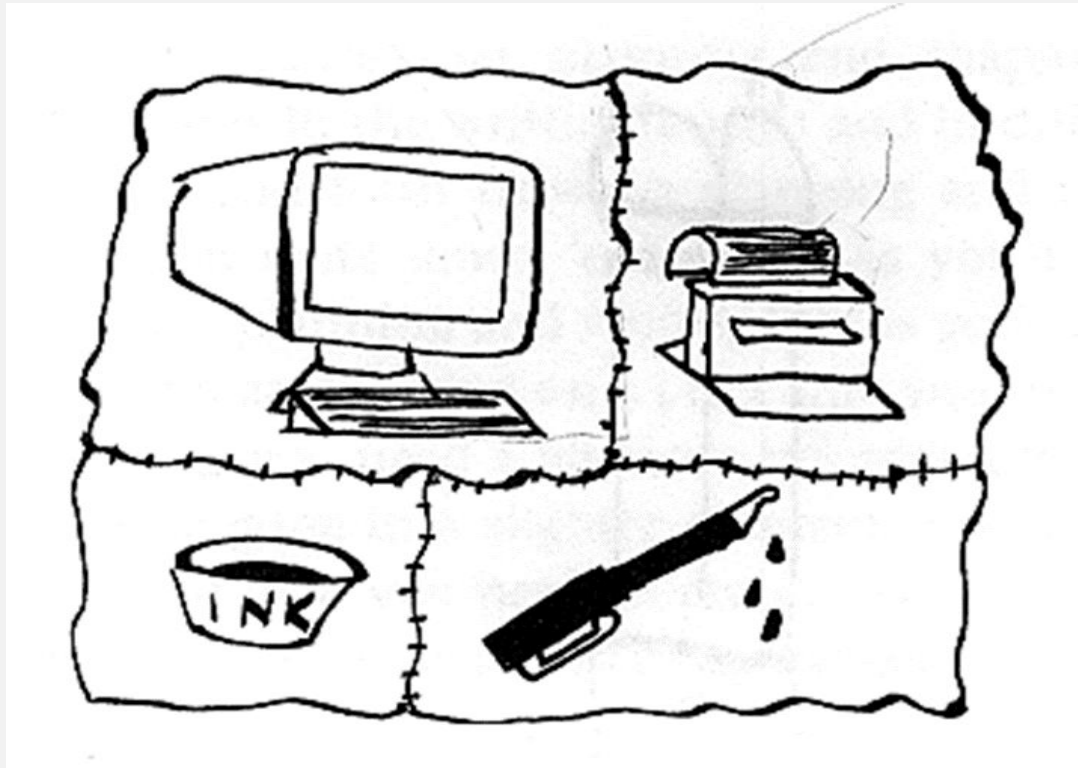
- Improve the writing skills**
- What is the common mistakes in writing**
  - What do we write?**
  - Why do we write?**

# What type of writer are you?

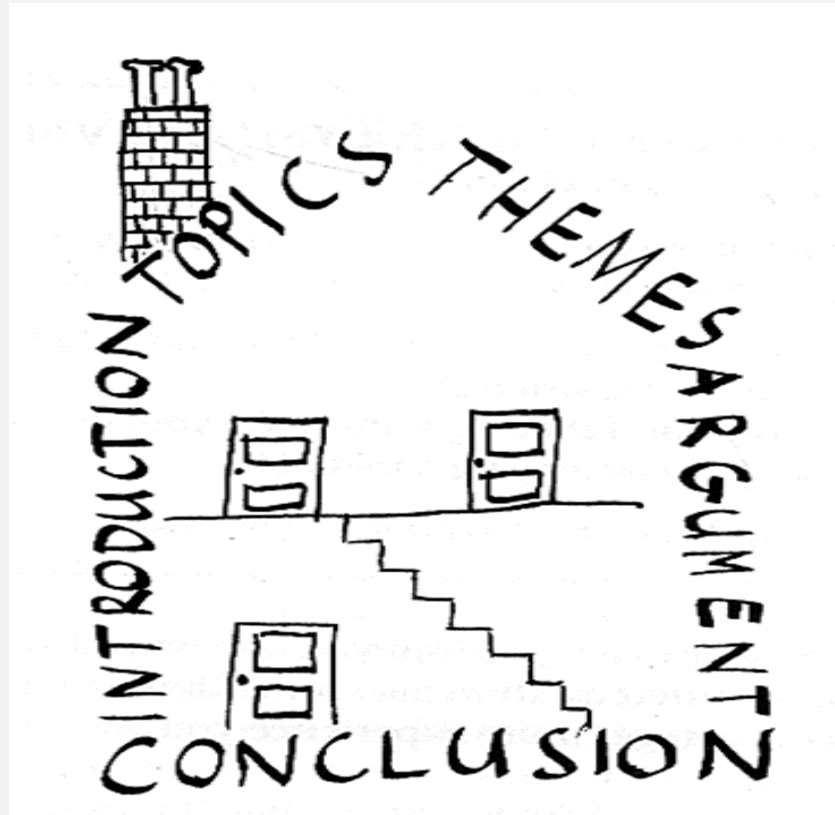
The diver



# The patchworker



# The architect



# The grand planner



## Free writing


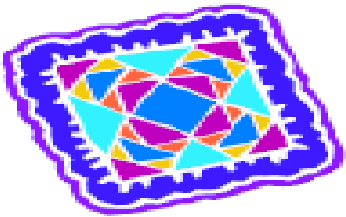


- Way of using writing as a tool for thinking
- Allows you to write without constraints.

To do it —

Write continuously, in complete sentences, anything that occurs to you.





<p>The diver writer</p>		<p>The diver leaps straight in and starts the writing process early on, in order to find out what she wants to say. The diver starts anywhere to see what emerges, before working towards a plan.]</p>
<p>The patchwork writer</p>		<p>The writer works on sections (perhaps using headings) quite early in the process, and combines with linking ideas and words later</p>
<p>The grand plan writer</p>		<p>This person reads and makes notes, and leaves writing a plan or beginning writing until they have an almost complete picture of the essay ready in their head</p>
<p>The architect writer</p>		<p>The architect has a sense of the structure (perhaps before the content) and could produce a complex plan or spider diagram early in the process</p>

# Academic Writing

# What is academic writing?

A formal tone, use of the third-person rather than first-person perspective, clear focus on the issue or topic rather than the author's opinion, and precise word choice.

Writers employing the formal academic style avoid jargon, slang, and abbreviations.



Academic writing is formal writing. Many novice writers have trouble telling informal writing apart from formal writing. They resort to informal writing, since it's easier and more familiar.

The goal of academic writing is not to show off everything that you know about your topic, but rather to show that you understand and can think critically about your topic

# Principles of Academic Writing

- Clear Purpose: The most common purposes in academic writing are to persuade, analyze/synthesize, and inform.
- Audience Engagement.
- Clear Point of View
- Single Focus.
- Logical Organization.
- Strong Support.
- Clear and Complete Explanations.
- Effective Use of Research.
- Writing Style.

# Informal Writing

The use of colloquialisms and jargon, writing in the first person or making “I” statements, making direct personal statements, and imprecise word choices.

Informal writing is fine for diary entries, blogs, personal writing, letters or emails to friends.

The most informal writing imaginable is the text message, full of abbreviations such as “R U here?” to convey quick questions and responses.

In comparison, the most formal writing of all can be found in legal documents.

***Informal writing:***

I think he's a loser.



# Remember

Writers working on papers for school, college application essays, scientific papers, research papers, conference presentations, and business proposals generally employ a more formal style akin to donning a suit or dress to attend a wedding.



# What is plagiarism



# Steps to Formal Writing

Global view from the broad to the narrow

Introduce the : 5 W and 1 H

Who

What

When

Where

Why

How

# What is Paragraph

- 7-8 sentences
- Each should be topic specific, preferably with an introductory sentence
- Each sentence state the content/context and then some supporting example which is where the references come in.
- The last sentence concludes the paragraph and moves to the next.

# Transitional words

- Joining words
  - » Also, and, again, etc
- Comparing words
  - » Also, in comparison
- Contracting words
  - » Although, but, conversely, despite, even though, however
- Positioning words
  - » Above, adjacent to, below
- Situation words
  - » Before, briefly, consequently, finally, first

# Transitional words

These words clearly state the relationship between two sentences. Here are some transitions:

- **to start** – *first, first of all, to begin with*
- **to add another idea** – *in addition, furthermore, also, moreover, what's more*
- **to add a more important idea** – *more importantly, what's worse, what's more*
- **to add your last idea** – *finally, most of all, most importantly*
- **to contrast with the previous idea** – *however, nevertheless, on the other hand*
- **to show the result of the previous idea** – *therefore, thus, consequently, as a result*
- **to emphasize an idea** – *in fact, in particular*
- **to give an example of the previous idea** – *for instance, for example, to illustrate*
- **to show a time relationship between ideas** – *first, second, then, next, finally*

# Conclusions

- Don't introduce anything new
- Draw in the introduction
- Demonstrate a conclusion or a lack of conclusion
- Give the essay a sense of completeness
- Leave a final impression

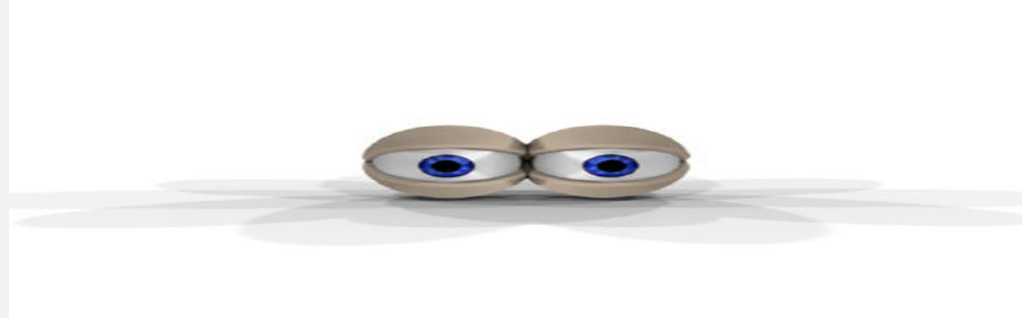


# Revision

- Links and gaps
- Be ruthless
- Read text out loud
- Content revision – does it answer the question?
- Grammatical and presentation revision
- Spelling!!!! (American vs Australian English)



# Edit




Another pair of eyes

Bottom line.... You have to communicate with the marker you do not get to sit next to them

# Writing tips

- Write a sentence for each paragraph you want to write – you can then move them about easily to form thread of argument
- Index tag the main points you want to use in your references, so they can be found easily while writing
- Write the introduction last
- Write the conclusion first
- Read what you have written aloud to see if it sounds right
- Find best environment for you – when and where do you work best
- Take a break before trying to do your final check
- Use a writing checklist

# Paper Format

- Alignment/ Margins
- Page numbers
- Page layout
- Font choice / size
- Writing style
- Redundancy
- Grammar
- 10 C`s  Next Page 😊

# Writing Quality basis

## 10 C`s:

Coherent

Consistent

Content

Correct

Comprehensive

Considerate

Complete

Convincing

Clear

Concise

# Revising Your Paper

**Before submit ask yourself these questions:**

- Did I fulfill the assignment?
- Did I say what I intended to say?
- What are the strengths of my paper?
- What are the weaknesses of my paper?

What is (W4Rs)!

Use an iterative writing process:

**W**rite, **R**evise, **R**evise, **R**e-thought, and  
**R**e-written

**Thank You...**