

## CHAPTER 7

### Writing in academic style

**Task 2: Have the abbreviations been used correctly in the following sentences? Correct the sentences that have errors.**

1. CO has no smell and is colourless. *Incorrect, because (a) the text sounds non-specialist, and (b) because it isn't good style to start a sentence with a symbol like this.*  
*Should be:* Carbon Monoxide (CO) has no smell and is colourless.
2. The alternating current power supply was set to 50 Hz. **Incorrect, because AC is a commonly-known abbreviation.**  
*Should be either:*  
The AC current power supply was set to 50 Hz. *Or*  
The Alternating Current (AC) power supply was set to 50 Hz.
3. Research into climate change can receive funding from DECC (The Department of Energy and Climate Change).  
*Incorrect. Should be:* Research into climate change can receive funding from The Department of Energy and Climate Change (DECC).
4. Designers will generally use CAD to enhance their creation and ensure accuracy. Computer Aided Design is common in many disciplines, including architecture, mechanical engineering, and product design.  
*Incorrect. Should be:* Designers will generally use Computer Aided Design (CAD) to enhance their creation and ensure accuracy. CAD is common in many disciplines, including architecture, mechanical engineering, and product design.
5. The freedom of information act (FOI) 2000 allows the public to access any recorded information held by public authorities.  
*Incorrect because full name needs capital letters:* The Freedom of Information act (FOI) 2000 allows the public to access any recorded information held by public authorities.
6. The water was heated to 100 degrees centigrade (°C). **Incorrect because this abbreviation is very common, and known by all.**  
*Should be:* The water was heated to 100 °C.
7. Many mammals nurture their young for long periods. E.g., leopard cubs stay with their mother for up to two years.  
*Incorrect because we shouldn't start a new sentence with the abbreviation 'e.g.'. Should be:* Many mammals nurture their young for long periods. For example, leopard cubs stay with their mother for up to two years.
8. There was widespread panic buying, looting etc, following the collapse of the national currency.  
*Incorrect. Don't use 'etc' in academic writing.*

**Task 3: Using the words or phrases from cautious language guide (Table 7.1), re-write the following sentences to soften the meaning. One sentence should NOT be changed, as it is describing factual information.**

**Example answers.**

1. **It is possible that** the different body size of early hominins across these locations is an adaptation to temperature variation.
2. The spread of English around the world **may be** responsible for the death of many other languages. **OR**  
**It is possible that/it is likely that** the spread of English around the world is responsible for the death of many other languages
3. The extra signal conditioning introduced by the amplifier, and the additional balancing required by the Half Bridge **may have** introduced additional sources of error.
4. **It is likely that/ It is possible that** the additional complexity of the more advanced circuits is responsible for the unexpected results.
5. This **suggests** that there is a significant difference between the male and female subjects' responses to the stimulus.
6. As temperatures rise, more water vapour evaporates from the surface into the atmosphere.
7. **The possibility of** human error needs to be taken into account.
8. The results were unexpected and this **could be** because the equipment was not calibrated properly.

**Task 4: Underline all the passives in the following two texts (A and B) about chocolate.**

**Text A: The history of chocolate**

Chocolate comes from the Cacao tree, or more specifically, from its beans. Cacao beans were first used to make a pleasurable drink in Mexico around 1400 BC, during the time of the Aztecs. After the Spanish conquest of the Aztecs in the 16<sup>th</sup> century, the chocolate drink made its way into Europe. The Spanish added honey and sugar to the drink, and then much later, in the nineteenth century, the Dutch chemist, Coenraad van Houten produced a less bitter, solid form of chocolate. This solid chocolate was further developed with the addition of milk, which gave it a better taste, and then, in 1879, its flavour and texture was improved still further by the invention of a mixing machine called a conch by Rodolphe Lindt. Many famous chocolate brands, such as Lindt, Nestlé, Fry, Cadbury, and Hershey, started manufacturing chocolate in the late 19<sup>th</sup> and early 20<sup>th</sup> century and still manufacture it today.

**Text B: Method**

First the beans were harvested from the pods, and allowed to naturally ferment over a period of two days to two weeks. The beans were then dried to preserve them. After this, the beans were roasted in an oven to develop the flavour. Next the nibs (inside of the bean) were separated from the shells using a centrifuge, and then put in a grinder to produce a fine powder. After more grinding the mixture became a paste, or liquor, due to the release of cocoa butter. This paste was then put in the conch (a machine that mixes the chocolate further and helps to remove the acidic taste). Finally, the chocolate was tempered by agitating it for a few minutes, in order to give it a glossy look.

**Task 5.**

Reason 1 matches Text A; Reason 2 matches Text B.

**Task 7: Look at extracts A and B (above) again and underline the verbs in each extract.**

Extract A – Spoken extract:

I was pretty nervous when I had to write my first essay. I didn't know what they wanted and I didn't know where to start. Actually, I found the whole thing quite stressful and I was quite anxious about it.

Extract B – Written extract:

Writing a first essay at university can be a nervewracking experience. Students are often unsure of expectations and the whole process can cause feelings of anxiety and stress.

**Task 8: Look at the pairs of sentences below. Sentence a is from spoken English, and sentence b from academic writing. Complete the gap in sentence b with a noun made from the verb in sentence a.**

1b writing

2b interference

3b use

4b removal

**Task 9: Use the information in the less academic sentences below to complete the alternative single sentence by packing the information tightly around the nouns.**

1. With increased research and development bamboo can serve as a more sustainable alternative to conventional structural materials.
2. In our society, and women are generally seen as equal and sexual discrimination is illegal, yet the rate of employment and earnings for women are lower than for men.

**Task 11: How many problems can you spot in the email in Figure 7.1? Circle the errors you find.**

The diagram shows an email interface with several annotations in purple boxes pointing to specific parts of the email text. The email text is as follows:

**From:** CheesyChipolatas@yahoo.co.uk  
**Sent:** 16 October 2017 12:42  
**To:** Prof. Thomas Palmer  
**Subject:** [none]

Hey Tom,  
How's it going?

I'm ur student, and your PPT last week was very useful to me. But I can't find it anywere online. Have u uploaded it somewhere yet? If not, could u please upload that asap?

Cheers  
Dave 😊

The annotations point to the following errors:

- Use your university email account. Personal Accounts may be blocked by your uni server or deleted by your tutor as SPAM** (points to the 'From' field)
- Include an effective subject line e.g. Question about Yr 1 Economics assignment** (points to the 'Subject' field)
- Don't use slang and 'text-speak'** (points to 'Hey Tom' and 'How's it going?')
- Tell your tutor who you are (your full name, your course and your year)** (points to the 'To' field)
- Check spelling and grammar** (points to 'anywere' and 'asap')
- Use your full name and DON'T use emojis** (points to 'Dave 😊')
- Be polite – this is too informal and too rude!** (points to 'Hey Tom' and 'How's it going?')
- Use a formal greeting (i.e. Dear Professor Palmer).** (points to 'Hey Tom, How's it going?')
- Provide more details of the unit or module, the day & time of the lecture** (points to the body text)
- Use a more formal sign off such as Many thanks for your help** (points to 'Cheers')
- Do you really need to ask your tutor this question? Could you ask a classmate instead?** (points to the question in the body text)