

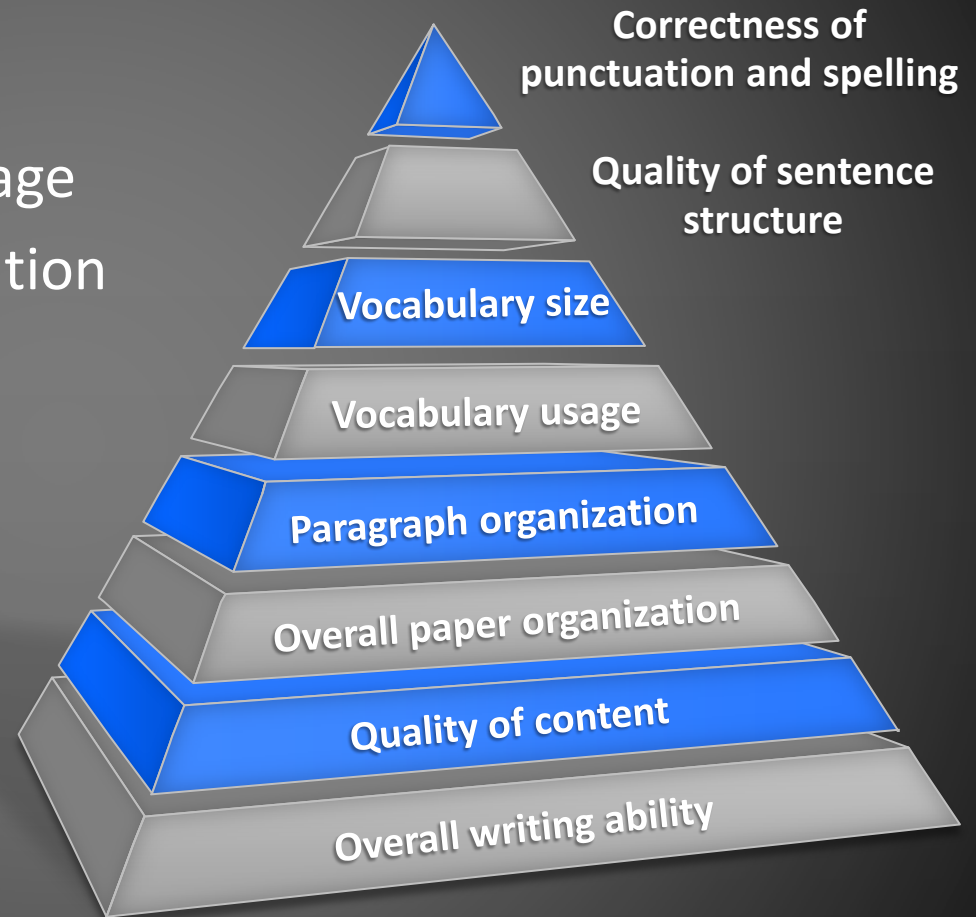
# Development of academic writing competence

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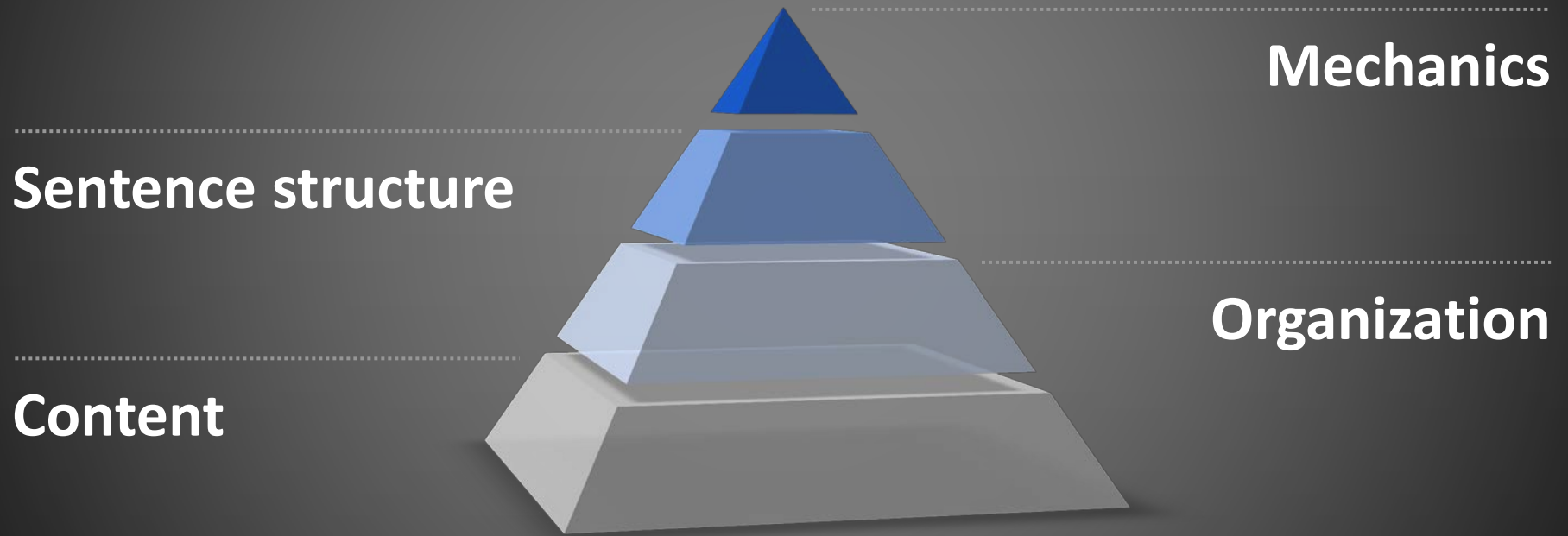
# Written Communication Performance

- Overall writing ability
- Correctness of vocabulary usage
- Quality of paragraph organization
- Vocabulary size
- Quality of content
- Quality of overall paper organization
- Correctness of punctuation
- Quality of sentence structure



# Specific Skills

Basic areas of concern

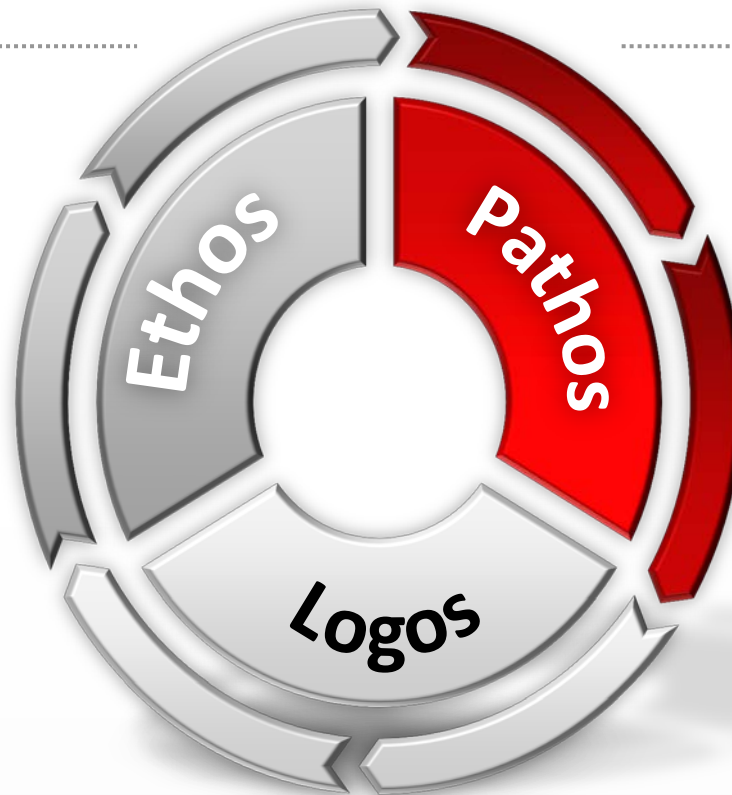


# Aristotle's Logic

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## **Ethos (Credibility)**

- convincing by the character of the author. The necessity to project an impression to the reader that you are likable and worthy of respect



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## **Pathos (Emotional)**

- persuading by appealing to the reader's emotions. Language choice affects the audience's emotional response, and emotional appeal can effectively be used to enhance an argument

## **Logos (Logical)**

- persuading by use of solid evidence and reasoning

# The commandments

1

Be as clear, concise, and focused as possible without sacrificing the meaning of your writing.

2

Keep your sentences as well as paragraphs reasonably short – **less is more!**

3

Simplify, otherwise you will lose your readers.

4

Choose from among the many variables and stick to your choice.

5

Think small – decide what specifically you want to write about and make sure you stick to the subject, cover it well and ... stop.

# The commandments

6

Write in active voice.

7

Use **I** and **We** for self-promotion in the international academic community.

8

Frame and contextualize everything and always let your reader know what you are doing and why.

9

Define all your terms the moment you first mention them.

10

Avoid unnecessary jargon.

Be as clear, concise, and focused as possible without sacrificing the meaning of your writing

## Avoid:

- Redundancies
- Obvious
- Modifiers
- Metadiscourse
- Smothered words
- Hedge words



Keep your sentences as well as paragraphs reasonably short – the less is more!

**Avoid:**

- Long words
- Long sentences
- Long paragraphs

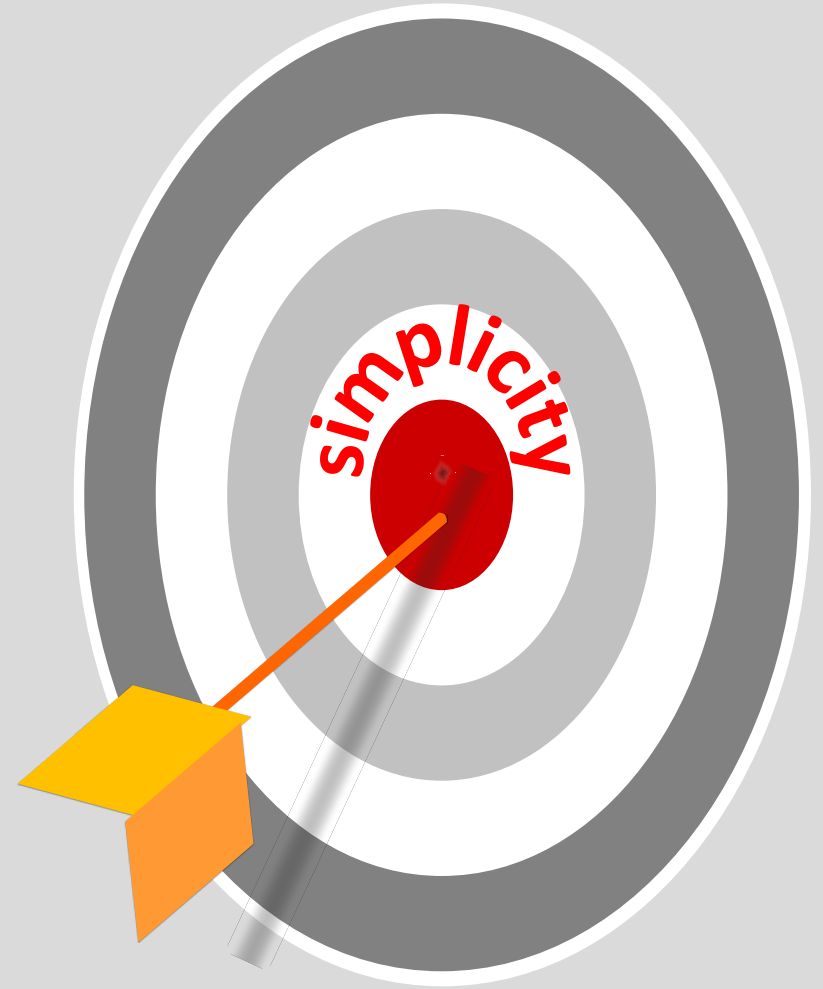




# Simplify, otherwise you will lose your readers

## Avoid:

- Complexity
- Cluttered sentences
- Ineffectual phrases
- Multi-word phrases
- Squinting modifiers
- Dangling modifiers
- Misplaced modifiers



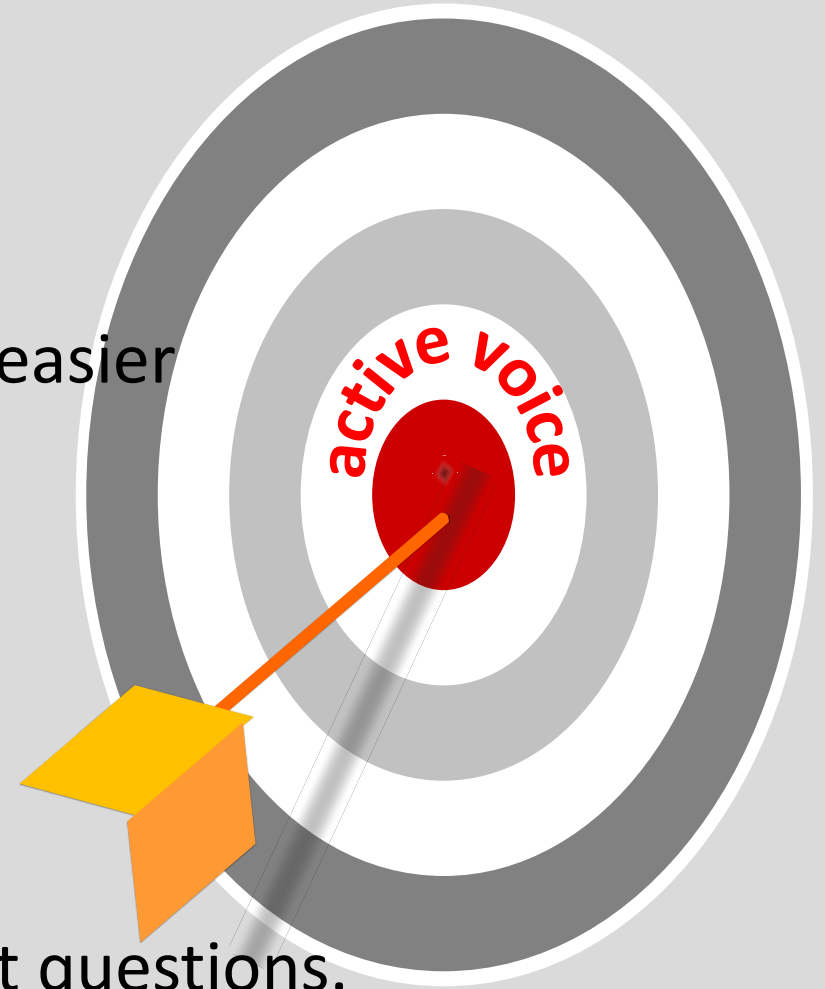
Think small – decide what specifically you want to write about and make sure you stick to the subject, cover it well and ... stop

Every successful piece of scientific writing should leave the reader with only one provocative thought that he or she did not have before.



# Write in active voice

- It is clear, concise, and direct
- It is visual and evocative
- It makes the reading process easier for the reader

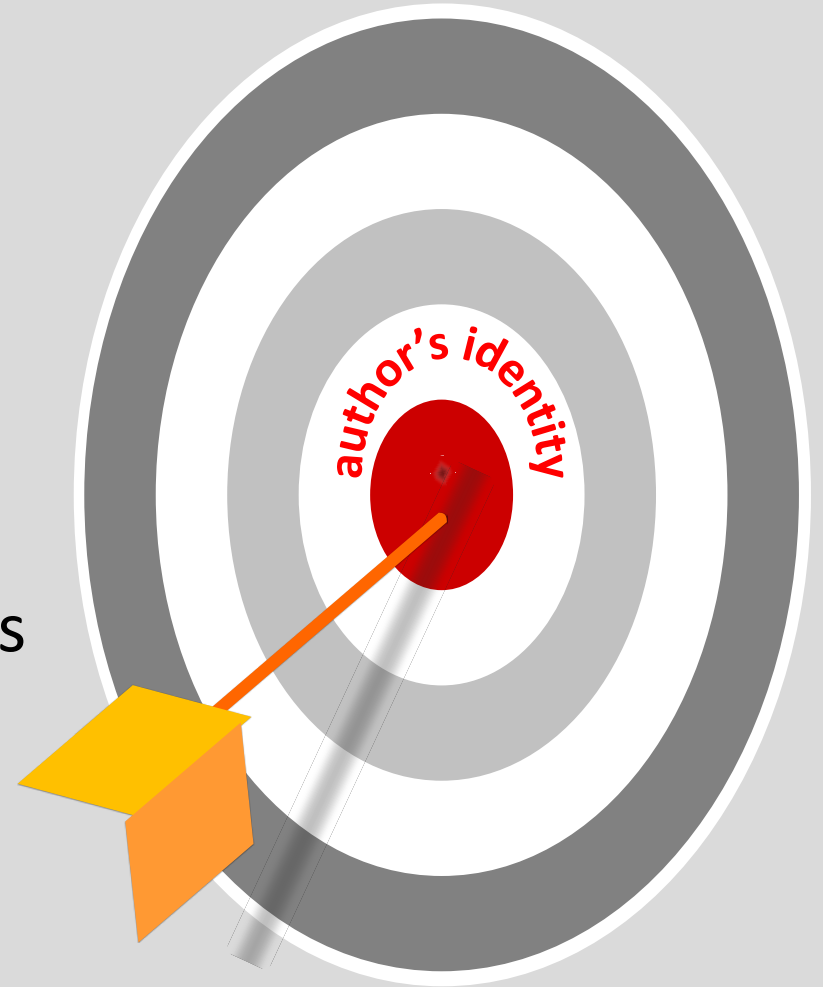


→ The participants asked excellent questions.

← Excellent questions were asked by the participants.

# Use the personal pronouns **I** and **We** for self-promotion in the international academic community

- to assume personal responsibility for actions and methodological decisions
- to provide a convincing argument
- to announce principle findings
- to claim responsibility for the findings
- to state conclusions



# Avoid unnecessary jargon

- Confusing unintelligible language
- The technical terminology or characteristic idiom of special activity or group
- Obscure and often pretentious language marked by circumlocutions and long words

Merriam-Webster's Collegiate Dictionary (11<sup>th</sup> edition)



**Thank you**  
for your time and attention!