

Academic Writing - General Features

Academic writing varies depending on the subject area. Business, Law or Health subjects may have differing writing styles but there are some general features.

Do not use colloquial (informal) vocabulary

Colloquial vocabulary includes words and expressions that are used in everyday spoken language.

An example is:

Change is something most organisations must *face sooner or later*.

This could be replaced by the more formally worded:

Change within most organisations is *inevitable*.

1. Look at the paragraph below and underline and correct the informal language.

I think strategic decisions are about getting ahead of rivals, looking at changes in the world, and understanding the needs and requirements of stakeholders. And so strategic decisions are likely to be really difficult, be made in times of doubt, affect how company's operate and their decisions, and mean lots of change.

Impersonal language

Academic writing must have an objective tone. This means being impersonal – making your essay appear to be independent from you (the writer) and the reader.

Try to avoid using personal pronouns:

I we you our us

I believe that many organisations consider emotional intelligence a key skill.

instead:

It is believed that many organisations consider emotional intelligence a key skill.

You may not be competitive if you do not improve **your** communication skills.

instead:

Graduates may not be competitive if communication skills are not improved.