

Welcome to Academic Skills!

LCLM4001 Academic Skills

Week 7



Remembering last week

We learnt:

TEEL for paragraph writing

How paraphrasing fits in a TEEL paragraph

How to start a rough draft when writing including brainstorming

What today is about

Understanding how communication changes between everyday life, university, and business

Recognising what makes writing appropriate and professional in academic and business contexts

Practising clear, polite, and well-judged tone in business-related communication

What kind of communication is this?

BLUE

hey just wanted to say the meeting was a bit pointless tbh



no one really knew what was going on and it all took ages we should probably do something about it next time

RED

Dear Alex,

I am writing to ask for clarification about the meeting scheduled for Friday. Could you please confirm the start time and agenda points?

Kind regards,
Sam

GREEN

The meeting held on 12 March did not achieve its intended outcomes. Several agenda items were not addressed due to time constraints and a lack of clear direction. As a result, further planning will be required to ensure future meetings are more effective.

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Discuss or think about:

- What language choices helped you decide?
- How does the tone change across the three texts?
- Which text sounds most personal?
- Which text sounds most objective and factual?

Key idea

The message is similar, but the purpose and audience change how it is written.

This is what today's session is about.

Understanding communication styles



Email vs Business Report

Key question

- How does communication change when the audience and purpose change?
- In business, we often communicate using:
 - Emails
 - Reports
- Even when the topic is similar, the style, tone, and structure are different.

Email vs Report – Simple Comparison

Email

- Written to a specific person
- Includes a greeting and closing
- Can use polite, direct language
- Focuses on action or response
- Often written in first or second person
- Short and flexible structure

Business Report

- Written for a wider audience
- No greeting or closing
- Uses neutral and objective tone
- Based on facts and evidence
- Written in the third person
- Clear, formal structure



Spot the Features

Your task

- We will look again at the three texts from the first activity.
- For each one, think about:
 - Who is the audience?
 - What is the purpose?
 - What features suggest email or report style?

Focus on

- Tone (personal or objective?)
- Language (formal or informal?)
- Structure (flexible or structured?)
- You do not need full sentences.
- Short notes are enough.

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Report Paragraph Analysis





Is this suitable for a business report?

- You will read a short report paragraph.
- Work quietly in pairs.
- Your job is not to rewrite it yet.
- First, analyse it.

Read the paragraph and identify:

- Informal or emotional words or phrases
- Statements that are unclear or vague
- Places where evidence is missing
- You can underline, circle, or make short notes.
- You do not need full sentences.
- You will not be asked to read aloud.



Let's go to VEVOX



vevox

Professional Report Writing – Agreed Criteria

From **your** analysis, effective business reports tend to:

- Use neutral, objective tone
- Avoid personal opinions
- Be clear and specific
- Base claims on evidence
- Write for a wider professional audience

Rewriting the Report Paragraph





Rewrite for a Professional Business Report

- You will now rewrite the paragraph so it meets the agreed professional report criteria.
- Use:
 - neutral, objective tone
 - professional verbs (e.g. indicates, suggests, shows)
 - evidence from the scenario
 - no first person or emotional language
- You do not need perfect English.
- Focus on professional judgement and clarity.



Explain Your Rewrite

- Work with a partner.
- Take turns explaining your own rewritten paragraph.
- Talk about:
 - One change you made
 - Why that change improves professional report writing
 - One feature of report tone you used
- You are explaining choices, not judging quality.
- You do not need to share with the whole class.

Break time!

See you in 10 minutes 😊



Spot the Differences

Look at the two texts below and spot what is different between them. Which text makes more sense? Why? Work with a partner and make note of your answers

A. Social media is popular. Many people use it every day. It can affect mental health. Smartphones are very useful. There are positive effects. People communicate more.

B. Social media is widely used in everyday life. As a result, it has a significant impact on mental health. On the one hand, it allows people to communicate more easily. However, it can also lead to negative effects such as anxiety.

Coherence & Cohesion

Coherence means that your writing is easy to understand because all the ideas are connected and flow logically from one to the next. Think of it as making sure your writing is clear and makes sense as a whole.

Cohesion refers to the way you link sentences and paragraphs together using words and phrases (linking language/devices) like "and," "but," "first," "next," and "however." These help your readers follow your ideas easily.



Sarah's Difficulties: Part 1

- Sarah has been working on her TEEL paragraph but in peer feedback, Nick told her she still must improve.
- In pairs or trios, sort out Sarah's paragraph into the right order
- There are **two** sentences which do not relate enough to the main idea. Make sure you discard these sentences before you order Sarah's thoughts.
- The topic sentence is **marked for you**, so make sure this is first!



Sarah's Difficulties: Part 2

- Look at the paragraph you have made of Sarah's thoughts
- Decide where you should insert a linking device
- Use the table on the next slide to choose devices and write them on the blank cards before you insert them in your chosen places
- Compare your completed paragraph with another pair. Remember, there will be more than one correct version!

Sarah's Difficulties: Part 2, Linking Words

Purpose	Linking/Cohesive Devices
To show cause or consequence	therefore, as a result, consequently, because of this, so
To add information	also, in addition, moreover, furthermore
To contrast ideas	however, on the other hand, but, although, despite this, while
To give examples or evidence	for example, for instance, in particular, according to [source]
To summarise or conclude	in conclusion, overall, to sum up, thus

Coherence & Cohesion in Business Communication

Business communication:

- must be clear and easy to follow
- Ideas organised logically (coherence)
- Sentences clearly connected (cohesion)
- Poor organisation = confusion

As we learnt earlier today, professional communication should be:

- Clear
- Structured
- Appropriate
- Easy to understand

**Clear ideas + clear connections
= effective communication**

Break time!

See you in 10 minutes 😊



Task 2 Workshop 2: Peer Review

- **Exchange your Task 2 draft with a partner**
- Use the checklist to check for:
 - Academic Style
 - Coherence & Cohesion
- Then discuss with your partner how they can improve their drafts

Recap

How types of communication differ in style

Features of business and academic style

How to make a text appropriate for its context

What coherence and cohesion are in business and academic writing

Why coherence and cohesion are important

How to review the work of another for appropriate style and coherence and cohesion



Reflection

Please answer:

- One thing that helped me understand academic or business style today is...
- One thing I still want to practise with coherence and cohesion is...
- One thing I understand now about organising and connecting ideas is...
- Write 3 short sentences. Use simple English.
- You will post your answers on Moodle in the forum “Reflection Space – Individual”.
- Only you and the tutor can see your post.
- This is not marked.
- You do not need to share with the class.