



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Academic, Industry & Digital Skills

Week 13

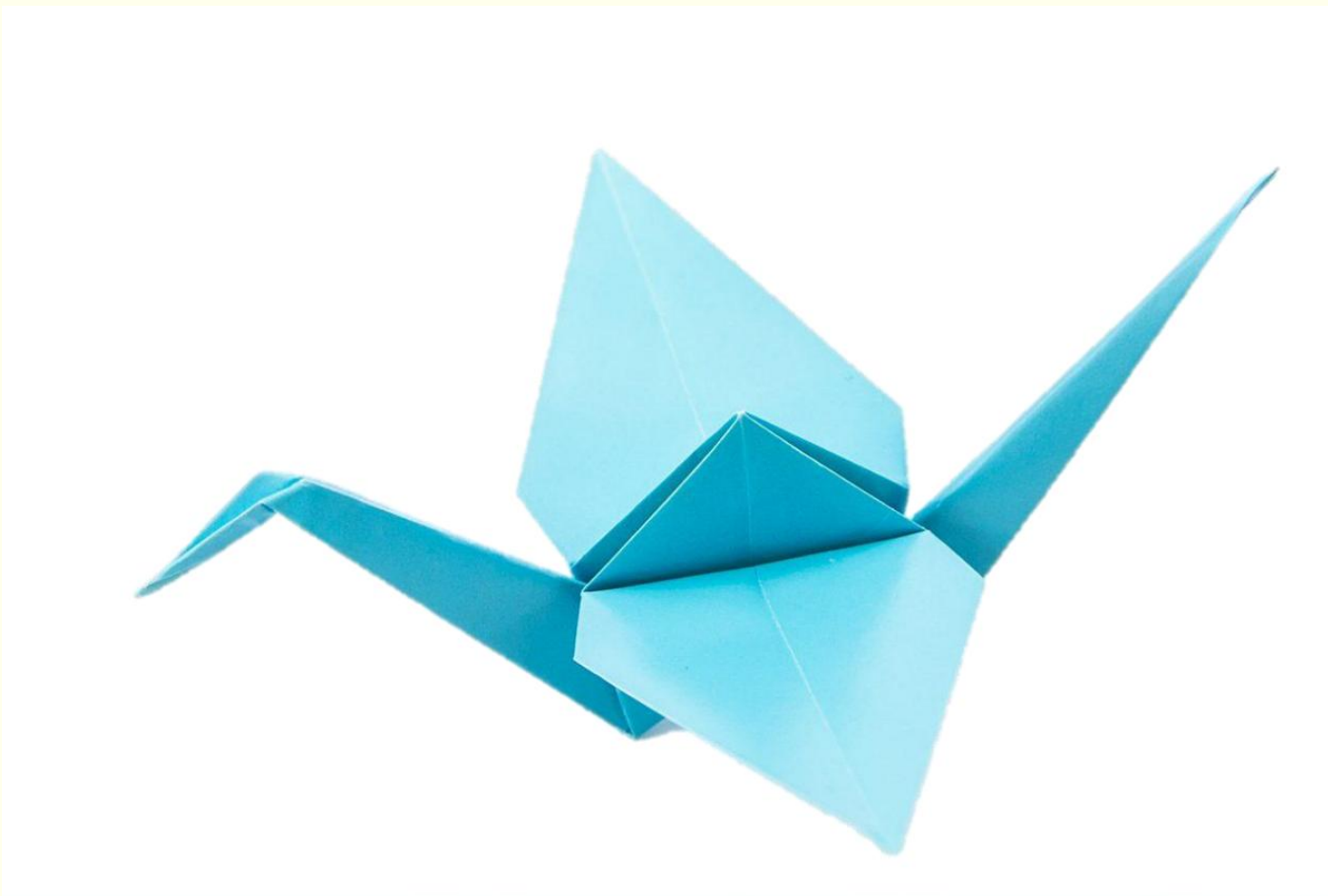
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Activity – Origami



Discussion

- What happened?
- Does everyone's paper look the same?
- If everyone was given the same directions, why are everyone's products different?
- How did it feel to not get feedback because you couldn't ask questions?
- How can we all get on the same page and communicate more effectively?

Today's Action Plan

- **Industry Competencies and Key Transferable Skills (Part 1):**
Effective Communication
- **Research & Referencing Refresher Workshop with Lisa Ellis**
- **Paraphrasing Exercise**
- **PEEL Structure**

Learning Objectives

By the end of this lecture, you will be able to:

- find and use credible academic sources
- paraphrase information effectively in your own words
- apply Harvard Referencing correctly in your work



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Research & Referencing Refresher

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Paraphrasing Exercise

Task: Read this original statement about effective communication. Then **rewrite (paraphrase)** the idea in your own words without changing the meaning. Aim for clear academic English, varied vocabulary and different sentence structure.

Communication difficulties can arise for various reasons and in various ways. Effective communication does not require us to be experts in communication difficulties, but it does require us to have at least a basic understanding of the issues involved so that we have a basis for critically reflective practice and for developing our knowledge, skills and confidence over time. We will then be much better equipped for the challenges involved so that we are better able to offer the best level of care, support and assistance to the people we serve.

Thompson, N. (2018) *Effective communication: a guide for the people professions*. 3rd edn. Palgrave Macmillan.

Paraphrasing Exercise: Possible Answers

Example 1:

According to Thompson (2018), even a basic awareness of communication challenges helps practitioners reflect on their practice and gradually strengthen the skills needed to provide effective support.

Example 2:

Thompson (2018) suggests that having even a minimal grasp of communication issues enables practitioners to approach their work more thoughtfully and respond more effectively to the needs of those they support.

Example 3:

Understanding the factors that contribute to communication challenges, even at a basic level, helps practitioners reflect critically and strengthen their skills over time (Thompson, 2018).

Paraphrasing: What to avoid!

Communication difficulties can arise for various reasons and in various ways.

Thompson, N. (2018) *Effective communication: a guide for the people professions*. 3rd edn. Palgrave Macmillan.

Example 1:

Communication difficulties can arise for many reasons and in many ways (Thompson, 2018).

- ➔ **Don't copy the original text too closely**
- ➔ This version is too similar in wording and structure – counts as plagiarism.

Paraphrasing: What to avoid!

Communication difficulties can arise for various reasons and in various ways.

Thompson, N. (2018) *Effective communication: a guide for the people professions*. 3rd edn. Palgrave Macmillan.

Example 2:

Communication problems usually happen because people lack social skills (Thompson, 2018).

➔ **Don't change the meaning of the original**

➔ Thompson does **not** say communication difficulties are *usually* caused by poor social skills – this misrepresents his idea.

Paraphrasing: What to avoid!

Communication difficulties can arise for various reasons and in various ways.

Thompson, N. (2018) *Effective communication: a guide for the people professions*. 3rd edn. Palgrave Macmillan.

Example 3:

There are many possible causes and forms of communication breakdowns.

- **Don't paraphrase without citing the source**
- This restates the idea but provides **no citation**, implying the idea is your own.

Paraphrasing: What to avoid! (contd.)

Example 4:

Communication difficulties can arise for various reasons and in various ways.

Thompson, N. (2018) *Effective communication: a guide for the people professions*. 3rd edn. Palgrave Macmillan.

Multifaceted impediments to interpersonal discourse may manifest through an assortment of antecedents and modalities (Thompson, 2018).

- **Don't use overly complicated language**
- Unnecessarily complex; obscures the meaning.

Paraphrasing: What to avoid! (contd.)

Example 5:

Communication difficulties can arise for various reasons and in various ways.

Thompson, N. (2018) *Effective communication: a guide for the people professions*. 3rd edn. Palgrave Macmillan.

Communication difficulties happen for lots of reasons, which is why professionals should invest more in new digital tools (Thompson, 2018).

➔ **Don't mix the author's idea with your own commentary in the same sentence**

➔ Half the sentence is Thompson's idea, half is your own argument – unclear attribution.

Paraphrasing: What to avoid! (contd.)

Example 6:

Communication difficulties can arise for various reasons and in various ways.

Thompson, N. (2018) *Effective communication: a guide for the people professions*. 3rd edn. Palgrave Macmillan.

The following essay explores the importance of effective communication in the tourism industry. "Communication difficulties can arise for various reasons and in various ways" (Thompson, 2018, p.136). It will discuss [...].

➔ **Don't "dump" quotations where they do not effectively support the written content**

➔ Remember to use direct quotations sparingly in your work and only when the original meaning is relevant to the discussion. Aim for no more than 1-2 quotations per assignment (or none at all!). Paraphrasing is where the marks are at!

PEEL Technique

The **PEEL technique** is a structured method used in academic writing, particularly in essays and reports, to ensure ideas are clear, focused and well-supported. It helps students build strong arguments and maintain a logical flow. PEEL is an acronym that stands for:

P – Point

Start your paragraph with the main point or argument you want to make. This is essentially the topic sentence.

E – Evidence

Provide evidence to support your point. This can include studies, facts, statistics or examples from credible sources.

E – Explanation

Explain how the evidence supports your point. This is where you interpret the evidence and connect it to your argument.

L – Link

Link back to the main argument of your essay or to the next paragraph to maintain cohesion.

PEEL Technique – Example

Point –

Effective communication is essential for practitioners to deliver high-quality support.

Evidence –

According to Thompson (2018), even a basic awareness of communication challenges helps practitioners reflect on their practice and gradually strengthen the skills needed to provide effective support.

Explanation –

By recognising communication barriers, practitioners can reflect on their interactions and adjust their approach, gradually improving their ability to connect and respond effectively.

Link –

Therefore, cultivating awareness of communication challenges is a crucial step in developing the competence necessary for effective professional practice.



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**Our next lecture will take place on Thursday,
12th February, at 2:30pm,
in Room IM13
(Innovation Matrix).**

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