

ROBYN GRIFFITHS'

FOUR
A'S
©

OF ACADEMIC WRITING

ANALYSE

AGREE

ARGUE

ARRIVE!



ANALYSE

THE
DESCRIPTIVE
BIT

ANALYSE



About this product

Hardwearing, neat and very strong, you can't go wrong here. The minimal design captures that classic look with a single zip opening to stash a laptop or your assignments. As for travel passes, there's a handy zipped front pocket for easy reach. You can organise essentials, a picnic or your PE kit and still travel pretty light with this robust, conveniently sized pack.

Easy access thanks to a single zip opening. Reach essentials like travel passes and wallets with the handy front pocket. Top carry handle for versatility.

Backpack specifications:

- Size H36, W40, D53cm.
- 25 litre capacity.
- Weight 0.37kg.
- Material: polyester.

Backpack features:

- 1 internal pocket and 1 external pocket.
- Adjustable and padded shoulder strap.
- Top grab handle.
- Padded laptop compartment.
- Built in document holder.
- Suitable for A4 documents.
- Splashproof.
- Water repellent material.

THE DESCRIPTIVE BIT

ANALYSE

Product information

Product code: 612347

Work and play on the go with this HP. It's slim and lightweight – just **1.4 kg** – so it'll pop into your bag without weighing you down. The battery can last **over 8 hours**, which makes it great for working in cafes or libraries. When you do finally run out charge, **HP fast charging** gets it back to 50% in only 45 minutes. Just long enough for a well-deserved break!

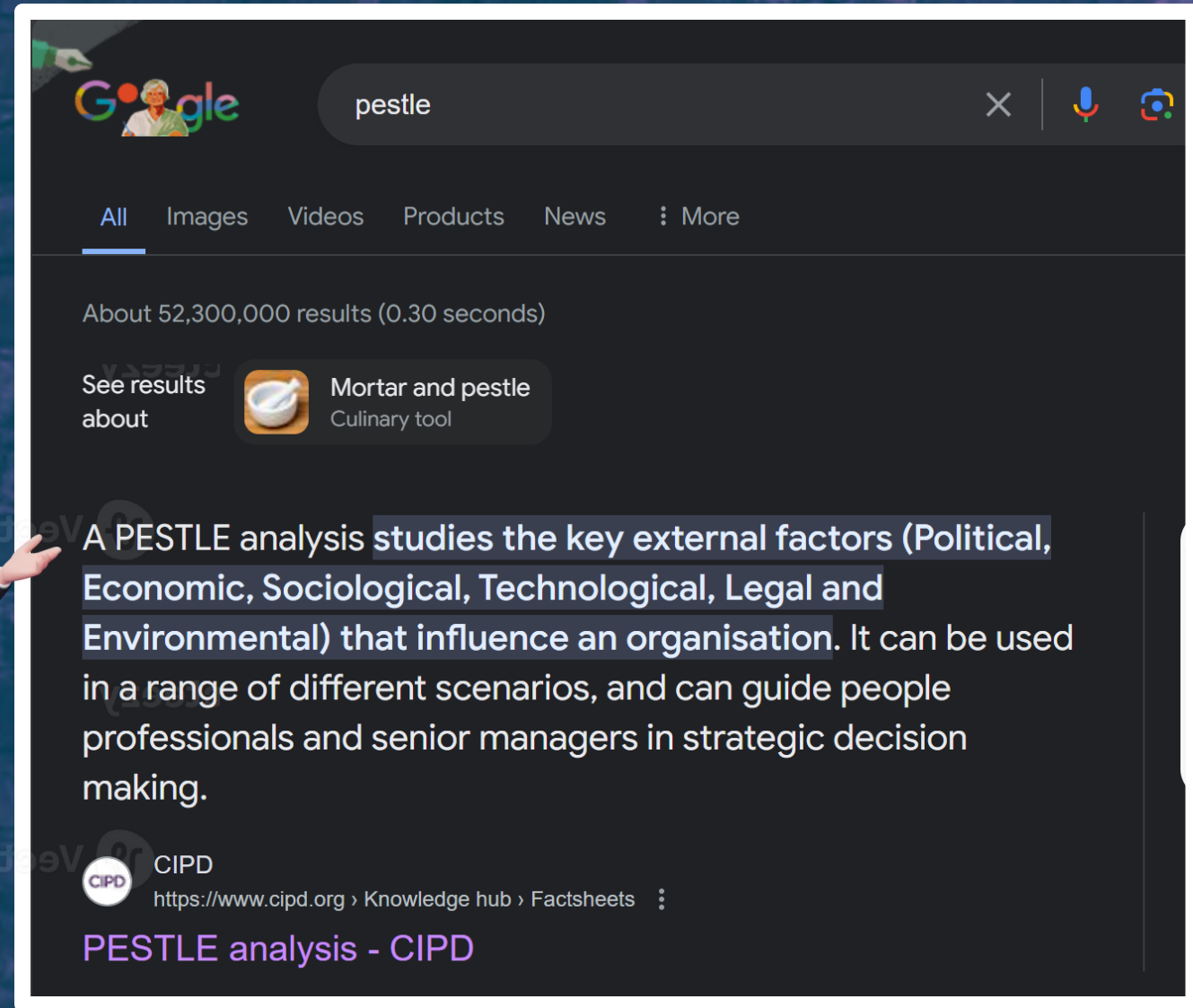
Good to know

- **8 GB of RAM** lets you run multiple apps at the same time and loads of browser tabs
- Its **Full HD screen** and **dual front-facing speakers** are great for kicking back with a movie
- **128 GB of SSD storage** will give you speedy access to all your essentials
- The **Full HD webcam** is perfect for work or family calls
- Load up websites and videos in no time thanks to **WiFi 6**
- You're all sorted for **ports**, with USB A, C, and HDMI all on board
- Set up your home office anywhere – the **anti-glare display** can handle a bit of sunlight



THE DESCRIPTIVE BIT

ANALYSE



A screenshot of a Google search for "pestle". The search bar shows "pestle" with a close button and a microphone icon. Below the search bar are tabs for "All", "Images", "Videos", "Products", "News", and "More". The search results show "About 52,300,000 results (0.30 seconds)". A snippet for "Mortar and pestle" is visible, labeled "Culinary tool". Below this, a text block explains: "A PESTLE analysis studies the key external factors (Political, Economic, Sociological, Technological, Legal and Environmental) that influence an organisation. It can be used in a range of different scenarios, and can guide people professionals and senior managers in strategic decision making." At the bottom, there is a link from CIPD: "PESTLE analysis - CIPD" with the URL "https://www.cipd.org > Knowledge hub > Factsheets".

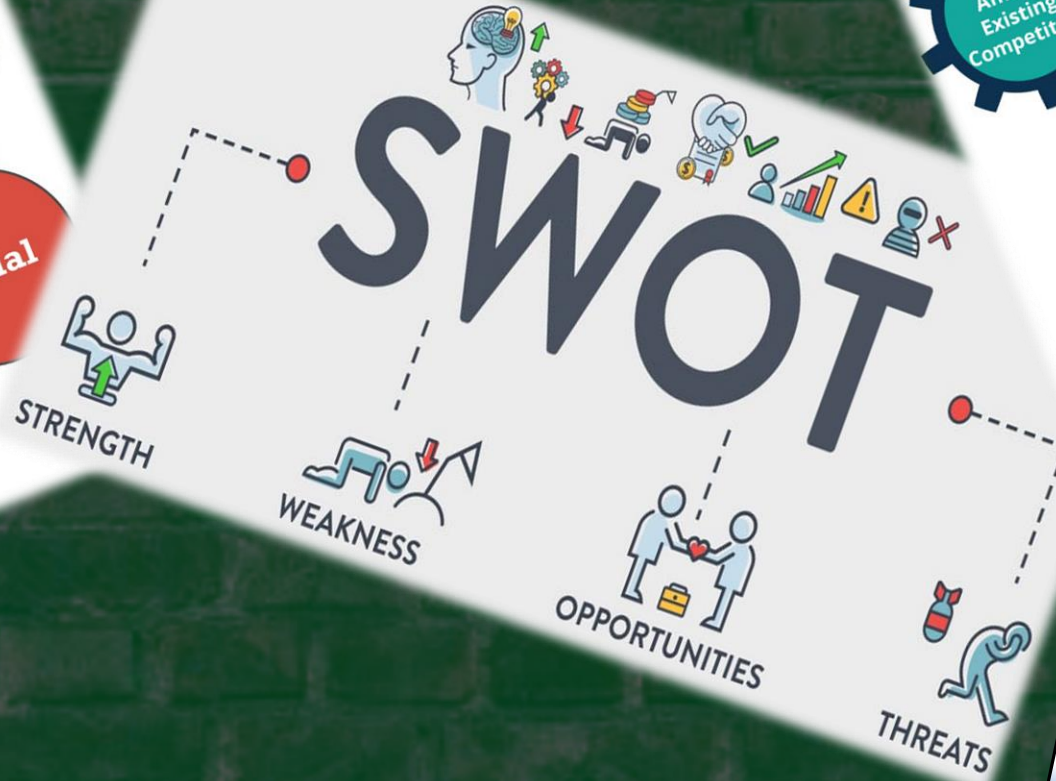
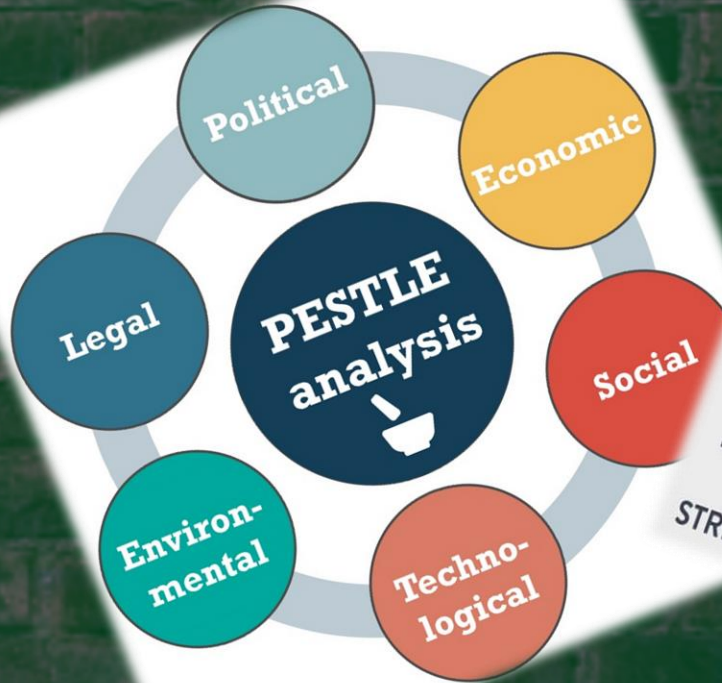
THE DESCRIPTIVE BIT

AGREE

SIMILARITIES

DISCUSSED

AGREE



MODELS

AGREE

"SUPPORTS"



"CHAMPIONS"

"AGREES"



"GOES ON TO SAY THAT..."

OPINIONS

AGREE

APPROACH TAKEN

- VERY NICE... CORDIAL
EVEN
- DESIRE TO SHOW A
CLEAR AND SUPPORTIVE
NARRATIVE

SHOWS...

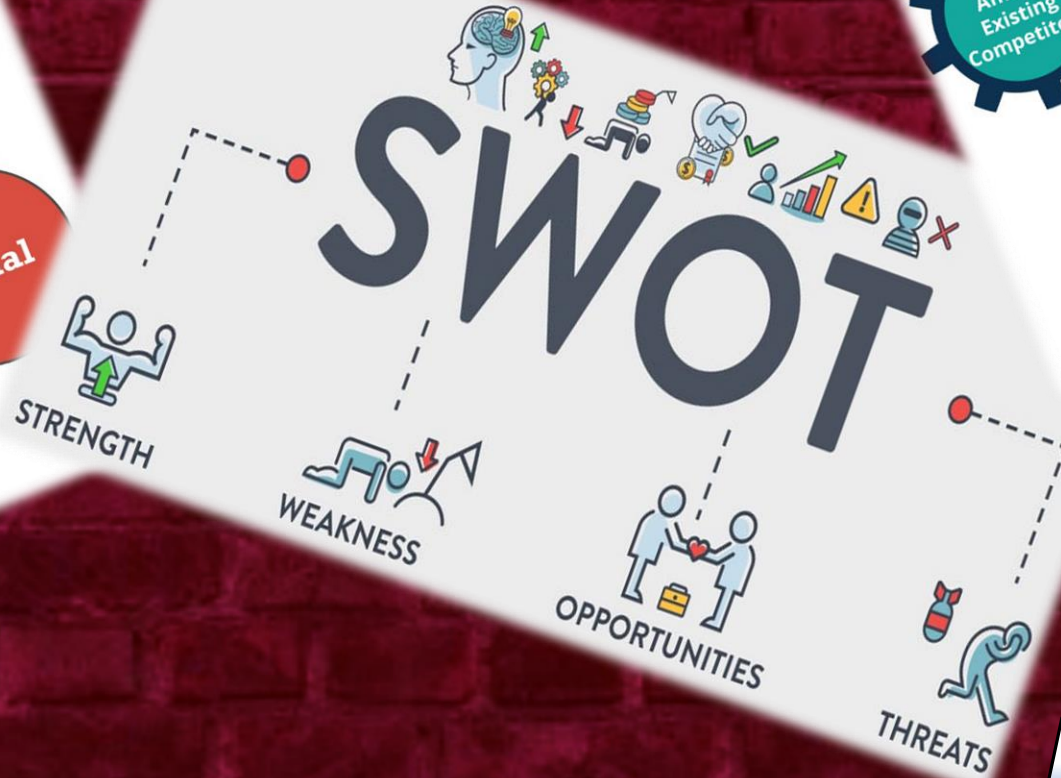
- AN UNDERSTANDING
- ABILITY TO SOURCE UP
TO DATE AND RELEVANT
INFO

ARGUE

DIFFERENCES

HIGHLIGHTED

ARGUE



MODELS

ARGUE

“DISAGREES”

“DISPUTES”

“ARGUES”

“STATES THAT IN ACTUAL FACT...”



OPINIONS

ARGUE

APPROACH TAKEN

- **DRAMA!** 😊
- DESIRE TO SHOW THERE ARE OFTEN MANY CONFLICTING OPINIONS FOR ANY TOPIC

SHOWS...

- A DEEPER UNDERSTANDING
- ABILITY TO CHALLENGE BASIC ASSUMPTIONS

ARRIVE...

EVALUATION

TIME

ARRIVE...

PRODUCTS

WHICH ONE BEST SUITS THE NEEDS?

MODELS

WHICH ONE BEST ENSURES ALL RELEVANT THINGS ARE ADDRESSED/TAKEN INTO CONSIDERATION?

OPINIONS

WHO IS BEST PLACED TO MAKE THESE SORT OF STATEMENTS – WHO HAS MOST EXPERIENCE



THE FOUR A's APPLIED

GRADING CRITERIA

1. ENGAGEMENT WITH LITERATURE



2. KNOWLEDGE AND UNDERSTANDING



3. COGNITIVE AND INTELLECTUAL



4. PRACTICAL SKILLS



5. TRANSFERABLE SKILLS...



THAT'S A GREAT PLACE TO START!

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THANK

YOU