

2. Objective language

Academic writing avoids personal, subjective words such as nice and horrible as you should have a more neutral tone in your writing. In addition, avoid words like normal or strange as they can be interpreted differently by different readers.

Never use contractions

don't
shouldn't
isn't
they're

instead write the words in full

do not
should not
is not
they are

or abbreviations

e.g.
i.e.
etc.
dept
info
&

instead write the words in full

for example
that is
so on
department
information
and

Be careful how you use specialist acronyms. Use them if the acronym is well known (CEO or MNE) or if you have written the words fully the first time you talk about them.

The first time you refer to the organisation or person write the full words followed by the acronym:

University of Central Lancashire (UCLan)

Strategic Enterprise Management (SEM)

Associate of the Chartered Institute of Bankers (ACIB)

Using the acronym thereafter is OK.

3. Nominalisation

Nominalisation is the practice of turning actions into nouns. Instead of writing about the process of something, you write about the 'thing' as an established fact. Often used in AW to be less personal and to avoid proper nouns /pronouns

Develop – development
Produce – productivity

This has resulted in **them/us/people** developing marketing strategies to sell more goods.

This has resulted in the **development** of marketing strategies to sell more goods. ✓

When managers implement management theory, **the workers produce** more goods.

When management theory is implemented, **productivity** increases. ✓