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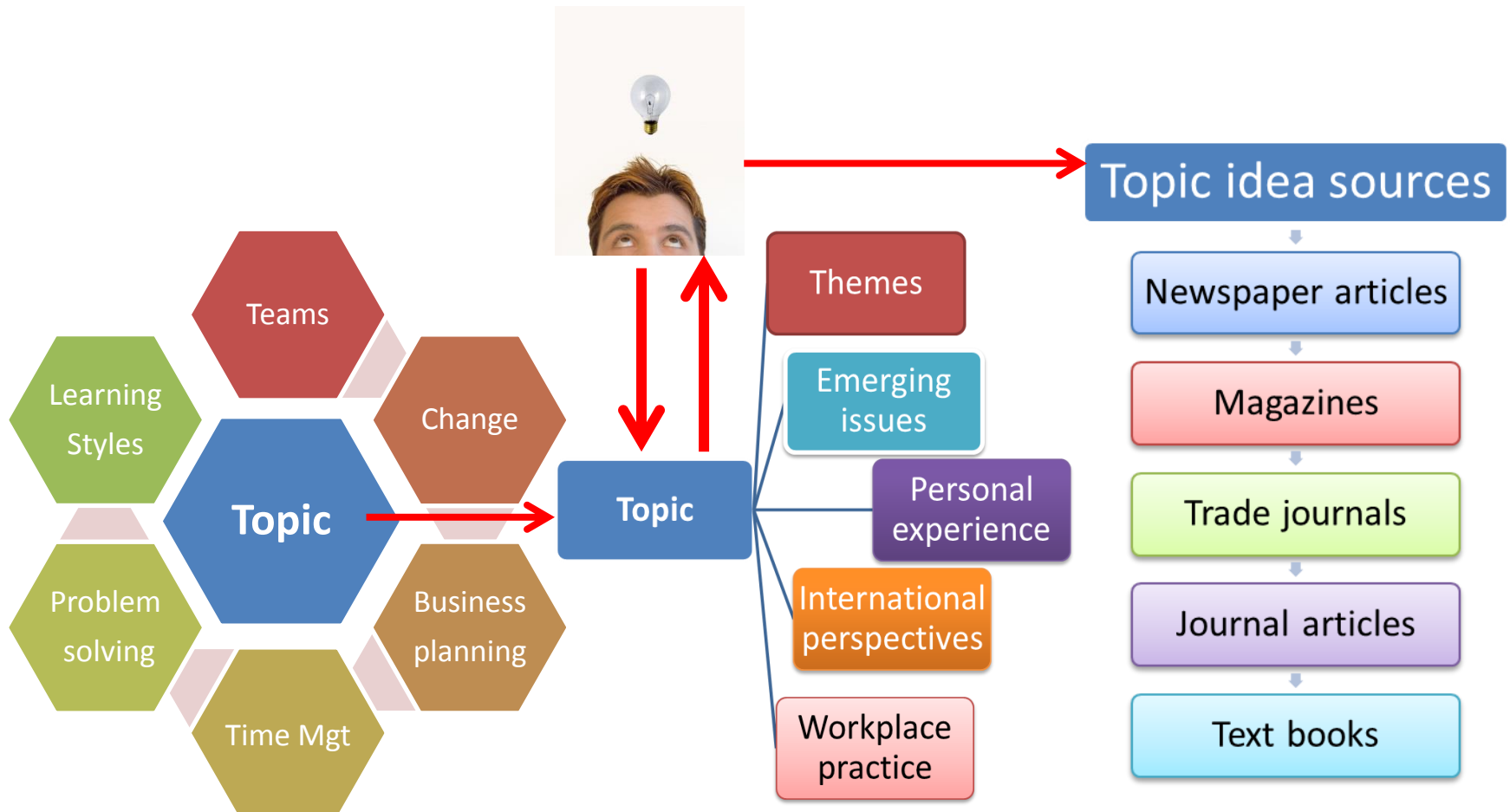
Doing your work based assignment

Ideas Guide

Developing your topic

- Note key ideas or words (search terms!) you think will be important.
- Identify what you want to do with the concepts . e.g. Critically analyse, Synthesise, Explain, Describe, Reflect.
- List what sources of data and information that you will need to access and/or produce.
- Keep an open and critical mind
- Read around the topic areas for ideas, trends, themes, emerging issues.
- Reference any useful resources that you find.
- Analyse your topic to date

Topic – Ideas – sources



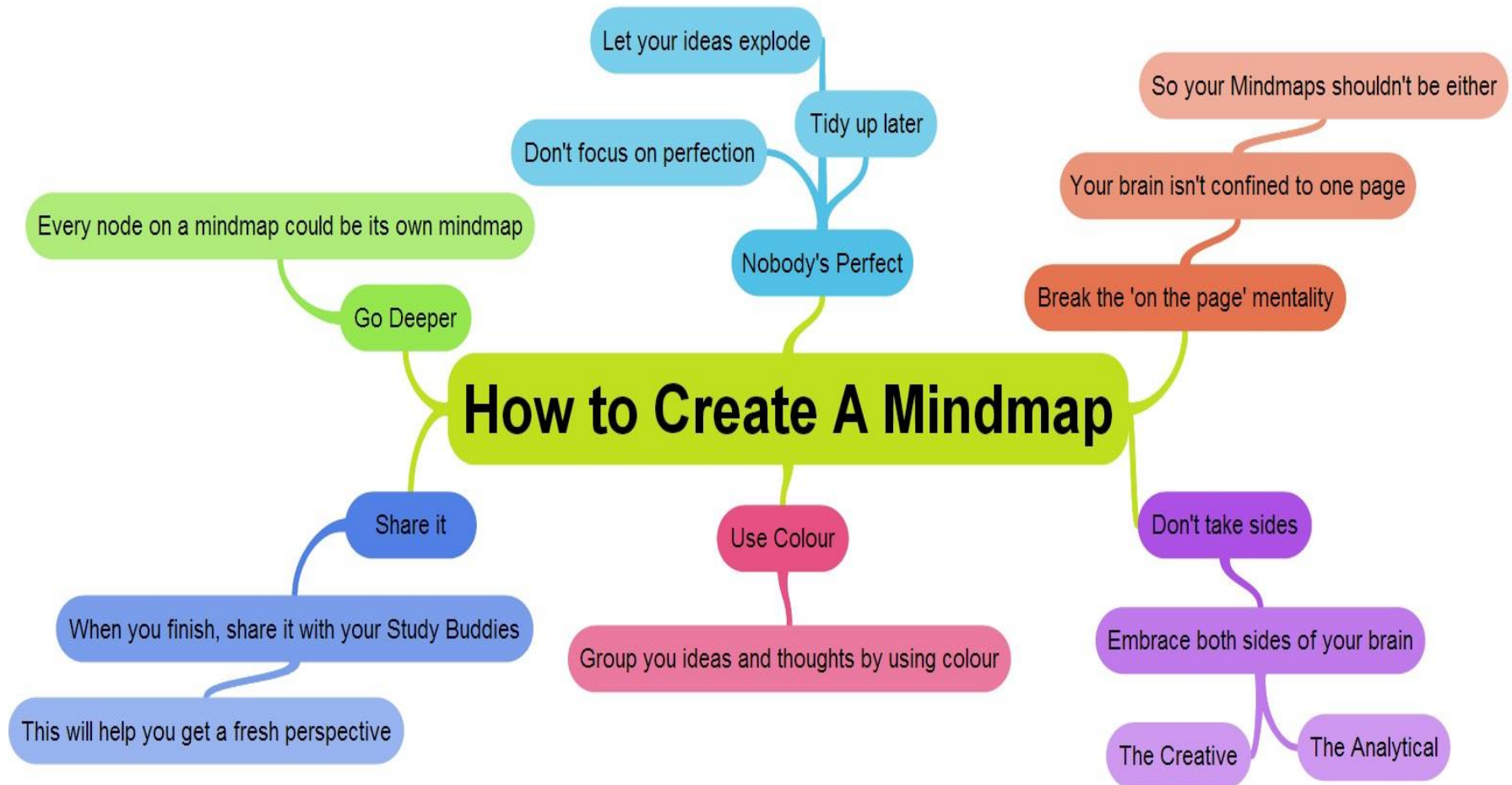
Mind Mapping your assignment topic

Mind mapping is useful for :

- Note taking
- Problem solving
- Studying and memorising information
- Planning
- Researching and consolidating information from multiple sources
- Presenting information
- Gaining insight on complex topic

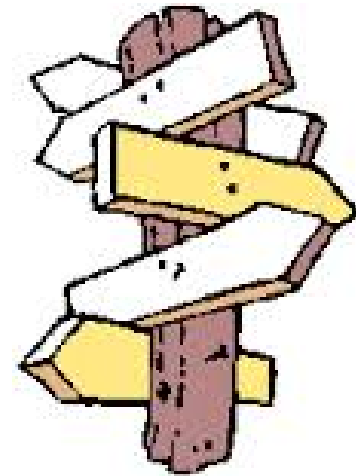
How to Draw a Mind Map

- Start in the middle of a blank page, writing or drawing the idea you intend to develop. I would suggest that you use the page in landscape orientation.
- Develop the related subtopics around this central topic, connecting each of them to the centre with a line.
- Repeat the same process for the subtopics, generating lower-level subtopics as you see fit, connecting each of those to the corresponding subtopic.



Signposting words and phrases

Making your work flow and read better



Incorporation offers several advantages to businesses and their owners. **For one thing** ownership is easy to transfer. The business is able to maintain a continuous existence even when the original owners are no longer involved (Brown, 1999). **In addition**, the stockholders of a corporation are not held responsible for the business's debts (Henry, 2009). If the XYZ Corporation defaults on a one million pound sterling loan, **for instance**, its investors will not be held responsible for paying that liability. Incorporation also enables a business to obtain professional managers with centralised authority and responsibility; **therefore**, the business can be run more efficiently (Schwartz, 2010). Finally, incorporation gives a business certain legal rights . For **example**, it can enter into contracts, own property, and borrow money (Brown, 1999).

Highlighting or emphasising a point

Importantly, ...
Indeed, ...
In fact, ...
More importantly, ...
Furthermore, ...
Moreover, ...
It is also important to highlight

Being more specific

In particular, ...
In relation to ...
More specifically, ...
With respect to ...
In terms of .

Giving an example

For instance, ...
For example, ...
this can be illustrated by ...
..., namely, ...
..., such as ...

Summarising

Finally, ...
Lastly, ...
In conclusion, ...
To summarise, ...
In summary, ...
Overall, ...
The three main points are ...

Writing Style

- **Be objective:**
 - avoid subjective words such as: nice; wonderful; worthwhile; usual; natural. Your reader's understanding of what is 'nice', or 'worthwhile' may be very different from your own.
- **Use third person constructions:**
 - It is believed to be the case that....; This appears to be the right course to take; Clearly, there are weaknesses in this argument; It is the opinion of some writers that....
- **Keep it simple** – Often, all you need to do is leave out the first person phrase:
 - I believe that this author makes a strong argument – to - The author makes a strong argument

Writing Style

Personal Writing

- emotional
- can be intuitive
- active voice: 'I find that....'
- anecdotal
- data from one person
- Subjective
- tangents may be important

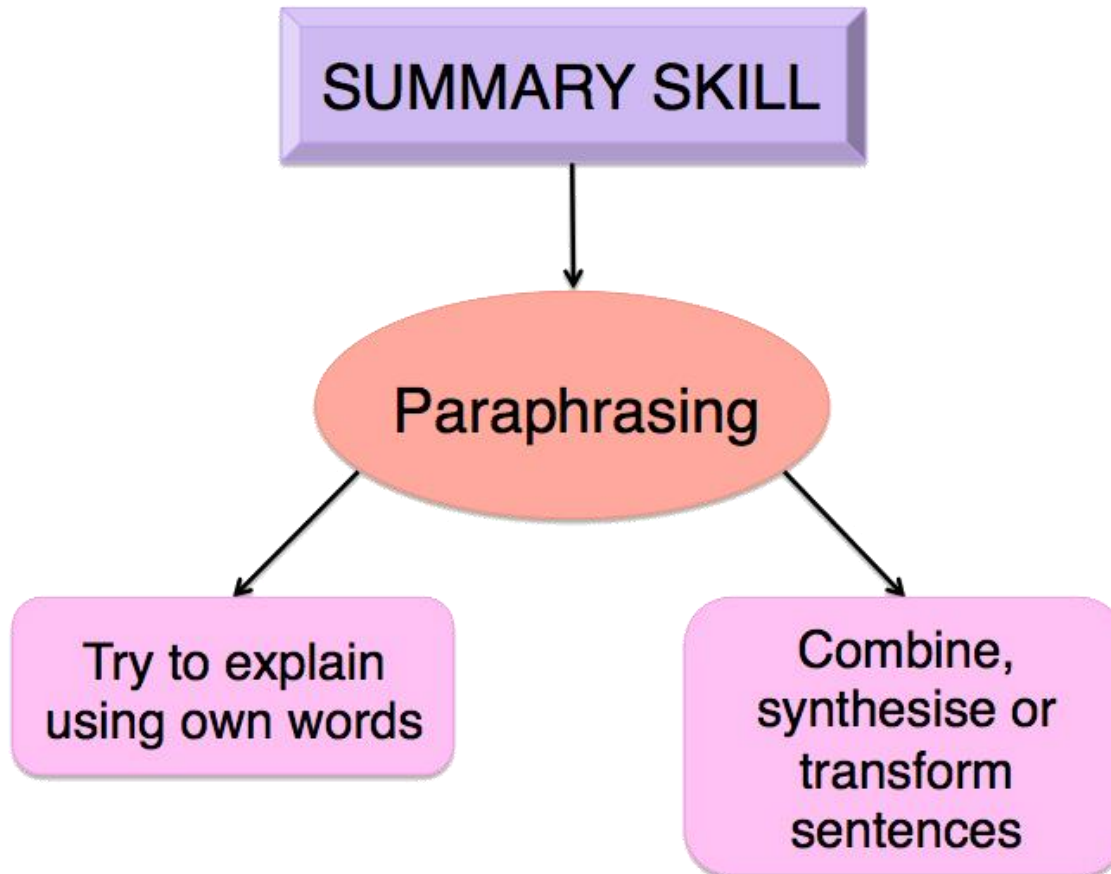
Academic Writing

- • Logical
- • uses reasoning
- • passive voice: 'It was found that..'
- • uses evidence
- • wider database
- • objective
- • keeps to a logical sequence

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Paraphrasing



Paraphrasing

- Avoid simply copying out what the author said, word for word
- Choose words that give a "true impression" of the original
- Look at the original quote again and note the key words in bold
- Build your paraphrase around these key words/phrases
- Read your paraphrase again – does it convey the essence of the original?