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1.0 Selected source

Business research and writing are two significant components of business management. In the current global era, it is essential to have academic writing skill to find most appropriate perspective and attributes for businesses. In that case, a deep knowledge and insight can be achieved from the “Research Methods for Business Students” by Saunders et al. (2016) to guide the entire research and writing process.

2.0 Selected chapter: Academic Writing/Research Writing

According to Fang (2021), academic writing or research writing is considered as a formal type of writing that is applied in scholarly publications, universities and other institutions. There is an omnipresence of these type of writing assessments in both higher and secondary education. Academic writing cannot be applied to express a story as the genre of this type of writing is basically nonfiction. The emails and letters send to closed ones are included in personal writing. Personal and creative writing genres accepts incomplete sentences, acronyms or use of slangs by the writer. Whereas it is essential to keep away from acronyms and slangs while writing an academic paper (EAP Foundation, 2022). Besides, the writing needs to be organized in logical order and written in whole phrases. Academic writing has a number of major differences with the native English language. Therefore, the arrangements of materials, vocabulary and grammar used in academic writing seems unfamiliar to many people. It also may appear as unpleasant, repetitious and messy. Although academic community takes academic writing more seriously. A best way to develop academic writing skills among students is to exchange the wisdom and insight with school leaders and teachers. Certain information can be conveyed through academic writing. Overall, it is a significant tool for students to develop critical-thinking, communicative, analytical and writing skills (University of Reading, 2024).

3.0 Overview of Academic Writing/Research Writing

3.1 Summary of Academic Writing/Research Writing

There are a number of features of academic writing. A major trait is academic writing has to be specific in order to directly address the question and show an expertise towards the topic. Students can easily start to plan their study and gather evidence after they realize what is expected from

them. A particular literature can be considered as well-structured if it is compliant with a predetermined plan. In that case, an excellent structure can be noticed in academic writings. They are characterized with seamless transitions and logical organization (EAP Foundation, 2022). An effective way to begin the investigation of academic writing is work within its own genre and further organize it. Claims are backed up by references, facts and evidences. It is essential to responsibly assume words and stay prepared to provide sufficient explanation and evidence to defend them while writing for academic audiences. Besides, it is also necessary for the author to show all the applied materials has been read and realized by him. The style or format is also an essential part in academic writing. Formal style and tone is used in academic writing along with accurate tenses and terminology, applying well-balanced, concise and clear language (Fang, 2021).

3.2 Descriptive writing

One of the simplest form of academic writing is descriptive writing which provides a concise and clear information to its readers. The academic writing model is most appropriate to address issues based on who, where, when and what. The reports of scientific experiments and summaries of articles are some of the example of descriptive writing that are frequently seen in academic study (The University of Sydney, 2022). The concept of descriptive writing style is conveyed by using a number of phrases such as identify, report, list, describe and collect. A vivid picture is created through descriptive writing in order to describe an item, location or person. Readers can highly relate to a story and its characters if they get firsthand experience of everything. Therefore, descriptive writing mainly uses heavily punctuated sentences along with metaphors and a wide range of words. Although a number of writings are entirely descriptive, some are used in other writing genres or styles as a prelude or prologue (Fang, 2021).

3.3 Analytical writing

Analytical writing is another type of academic writing that heavily depends on comparisons and assessment. Instead of only describing something, this type of writing provides an analysis. This genre of writing helps to give explanation of what and why, and guides through the future steps. In order to explain ideas successfully, the skill of logical reasoning is very essential here (The University of Sydney, 2022). Besides, it is also need to have the ability to provide evidence and effectively debate in front of the audience. Although there is no specific way of making a point in analytical writing, however it should contain good arguments and reasoning that lead to a certain

conclusion. In contrary to writings that only focuses on reporting facts, analytical writings try to develop conclusions by contrasting and measuring presented materials. On top of that, analytical writing also used in standardize tests and show how one thing leads to another (Fang, 2021).

4.0 Importance of Academic Writing/Research Writing for future personal and professional development

4.1 Importance of descriptive writing

Descriptive writing is very significant to add depth and life to a piece of writing. Descriptive writing helps a person to put his own ideas, thoughts and creativity in order to relate to the audience. Thus, descriptive writing is a self-help technique that develops one's inner ability of writing creatively. Readers can better understand the emotions and feelings of writers through descriptive writing. Besides, it can act as a powerful tool for self-discovery and reflection. As descriptive writing needs vivid presentation, a writer can gain a variety of language skills including the use of metaphors. Good descriptive writing skill can help to excel in academic career. As a result, descriptive writing helps in personal development. In addition to these, descriptive writing can also be applied in workplaces. Companies now seek for employees who can present ideas in their own words to grab the attention of potential customers. In that case, descriptive writing helps to describe a particular product or service of a company in most attractive way. Overall, descriptive writing skill is very important for personal and professional development (Petric, 2002).

4.2 Importance of analytical writing

Analytical writing is another significant writing skill that can help through personal and professional development. Analytical writing is mainly applied to give detailed analysis of a particular topic or area. Therefore, writers need to have knowledge of a lot of things. Besides, they also need to develop logical reasoning, critical thinking, analysis ability in order to write this type of writing. All these skills are very essential for one's personal development. As an essential part of academic learning, developing analytical writing skill is a must for every student. Analytical writing develops the thought process of a person and helps to come at a conclusion with proper justification. In professional workplace, analytical writing is very essential to collection evidence, discovery of insights, explain and analyze, clearly communicate complex ideas, and draw the best outcome. Thus, analytical writing helps a person develop in both field (Hanim et al., 2020).

5.0 Conclusion

Academic writing cannot be completed unless it goes through improvement at different points. The thoughts of a writer can be clearly expressed through academic writing by stewing and grinding while doing different steps like editing, revising and drafting. Additionally, it is also essential to follow proper time management strategy and getting things right at the first go. In contrary to that, manufacturing high quality raw materials is not a highly effective strategy in academic writing. Rather, academic writing can be more effective and affordable option for people in order to provide solutions for their problem.

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