

Undergraduate Diploma in Digital Marketing

Introduction to Academic Writing and Research

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**Undergraduate Diploma in
Digital Marketing**

Module- Academic Writing and Research

Help you develop the skills to succeed in the writing task

- Create a creative and innovative business/ digital marketing strategy and set a research proposal
- Engage in the research process through a review of relevant literature and presentations delivered during other modules
- Apply appropriate research methods and methodologies to present a writing project



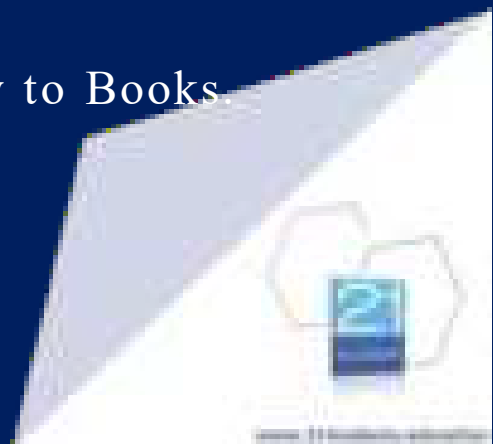
Textbooks for this module -

Core textbooks

- McMillan, K. and Weyers, J., 2013. *How to Write for University: Academic Writing for Success*. Harlow: Pearson.
- Pears, R. and Shields, G., 2019. *Cite Them Right: The Essential Referencing Guide*. 11th ed. London: Macmillan Education.

Supplementary textbooks

- Bailey, S., 2018. *Academic Writing: A Handbook for International Students*. 5th ed. London: Routledge.
- Cottrell, S., 2019. *The Study Skills Handbook*. 5th ed. London: Red Globe Press.
- Swetnam, D. and Swetnam, R., 2020. *Writing Your Dissertation*. 3rd ed. Plymouth: How to Books.



What is academic writing? What is academic research?

Academic writing is a formal style of writing used in schools, colleges, and universities to communicate ideas, present research, and share knowledge. It is clear, objective, well-organised, and supported by evidence from reliable sources.

Academic research is a systematic process of investigating a topic or problem to discover new knowledge or answer specific questions. It involves collecting, analysing, and interpreting information using reliable methods.



Why is writing important in academic studying

Shows effective communication

- Articulate: you can express your thoughts in a clear manner
- Organised: Show you are able to draft a thought-out in an argument
- Competent: Able to demonstrate logic and reason



Four ways to organise

- ❖ Division - start with main idea, then discuss the parts
- ❖ Compare or Contrast – use familiar to explain unfamiliar; put the conclusion upfront
- ❖ Problem analysis solution – find a straightforward way to offer recommendations
- ❖ Cause or Effect – presents a clear-way analysis



Components to Consider:

- Audience (Who?)
- Purpose of the message (Why?)
- Clarity of the information (How?)



Role of Research in Business and Digital Marketing decision-making

The **role of research** in business and digital marketing decision-making is to provide accurate, reliable, and relevant information that helps organisations make informed decisions. Instead of relying on assumptions or guesswork, businesses use research to understand customers, identify market trends, evaluate competitors, and improve products, services, and marketing strategies.



Role of Research in Business and Digital Marketing decision-making

- Key Characteristics

1. Formal Tone

Academic writing uses formal language and avoids slang, contractions (e.g., *don't*, *can't*), and informal expressions.

2. Clear and Concise

Ideas are presented clearly and directly. Unnecessary words and repetition are avoided.

3. Objective

Academic writing is based on facts and evidence rather than personal opinions or emotions. It remains unbiased and balanced.

4. Evidence-Based

Arguments and conclusions are supported with evidence from credible sources such as books, academic journals, and research studies.



Role of Research in Business and Digital Marketing decision-making

- Key Characteristics

5. Well-Structured

Academic writing follows a logical structure, typically including an introduction, main body, and conclusion, with clear paragraphs and headings where appropriate.

6. Accurate

Information, grammar, spelling, punctuation, and facts should be correct. Accurate use of terminology is also important.

7. Critical and Analytical

Rather than simply describing information, academic writing analyses, compares, evaluates, and interprets evidence to support an argument.

8. Referenced

All information, ideas, and quotations taken from other sources must be properly cited using a recognised referencing style, such as APA, Harvard, or MLA, to avoid plagiarism.

9. Coherent and Logical

Ideas should flow logically from one paragraph to the next, using linking words and transitions to maintain clarity.

10. Precise

Academic writing uses specific vocabulary and avoids vague or ambiguous language.



Differentiate between academic and non-academic writing styles

- **Purpose:** Academic writing aims to inform, analyse, or present research, while non-academic writing may aim to entertain, persuade, or communicate general information.
- **Language:** Academic writing uses formal and precise language, whereas non-academic writing is more relaxed and conversational.
- **Evidence:** Academic writing supports ideas with credible sources, while non-academic writing may rely on personal opinions or experiences.
- **Audience:** Academic writing is intended for an academic or professional audience, while non-academic writing is aimed at the general public.



Sentence Types

1. Simple
2. Compound
3. Complex
4. Compound - Complex



Simple Sentence

One clause with a subject and verb.

Ex: **Computers** **are** important in the modern world.

Formula – **SV**

However, it can have more than 1 subject & verb

2 Subjects: **Computers** and **other technological devices** **are** important in the modern world. (**SSV**)



Simple Sentence

2 Verbs: **I search** for information and **play** games on my computer. (**SVV**)

2 Subjects and 2 Verbs: **My brother** and **I search** for information and **play** games on our computer.

Formula - **SSVV**



Compound Sentences

Consist of 2 or 3 independent clauses. It is when simple sentences are joined together.

In this sentence structure, the clauses are joined together with the following coordinating conjunctions:

FANBOYS

(for, and, nor, but, or, yet, so)



Compound Sentences

Computers are important, but they can be dangerous too. (SV but SV)

Computers are important, but they can be dangerous too, so we must be careful. (SV but SV so SV)

You cannot use each one more than once in a sentence to join clauses.



Computers are used widely in most countries now, and they are a sign of progress, and we must ensure everyone has access to them.

Incorrect formula – SV and SV and SV

Two possible corrected versions

1. Computers are used widely in most countries now, and they are a sign of progress. We must ensure everyone has access to them. (SV and SV. SV)
2. Computers are used widely in most countries now, and they are a sign of progress, so must ensure everyone has access to them. (SV and SV so SV)



Complex Sentences

2 or more clauses (1 independent clause & at least 1 dependent clause) joined together, but they are not joined by coordinating conjunctions. They are joined by subordinating conjunction.

Subordinating Conjunction: after, although, as, as if, as long as, as much as, as soon as, as though, because, before, unless, until, even if, even though, if, in order to, in case, once, since, so that, that, though, when, whenever, whereas, where, wherever, while



For example:

- People take natural health supplements even though they may not have been tested.
- I went to bed as soon as he left because I was tired.

These are adverbial clause. In these types of complex sentences, the second clause can be used to start the sentence. In this case, a comma is needed in the middle.

- Even though they may not have tested, people take natural health supplements.
- As soon as he left, I went to bed because I was tired.



Compound – Complex Sentences

Same as complex sentences, but they also have a simple or compound sentence before or after the 'complex' part.

For Example: I ate a lot when I got home, but I was still hungry.

The part that is underlined is the complex sentence. It also has a simple sentence connected to it. It can also have a full compound sentence attached to it:

I ate a lot when I got home, but I was still hungry, so I went shopping to buy some more food.



Basic Paragraph Structure

1. Topic Sentence (Introduction)
 - Purpose: Introduce the main idea of the paragraph.
 - Tip: Make it clear and focused; it should guide the content that follows.
2. Supporting Sentences (Development)
 - Purpose: Provide evidence, examples, or explanation to support the topic sentence.
 - Tip: Use facts, details, quotes, or analysis.
3. Concluding/Linking Sentence (Transition)
 - Purpose: Summarize the idea or connect to the next paragraph.
 - Tip: Avoid repeating the topic sentence; instead, wrap up or bridge to the next point.



Topic Sentence (Introduction)

- Search Engine Optimisation (SEO) is a fundamental skill for any digital marketing professional.

Supporting Sentences (Development)

- By optimizing website content with relevant keywords, businesses can increase their visibility on search engines like Google. Higher search rankings drive more organic traffic to a site, reducing the need for expensive paid ads. Additionally, good SEO improves user experience, which helps build trust and increases conversions.

Concluding/Linking Sentence (Transition)

- Given its impact on both traffic and user trust, mastering SEO is essential for success in digital marketing.



Cohesion Within a Paragraph

Use Transitions and Signal Words –

To add: furthermore, in addition, also

To contrast: however, on the other hand, although

To explain: for example, in other words, namely

To show cause/effect: because, therefore, as a result

Paragraph Unity and Coherence

Unity means every sentence supports the topic sentence.

Coherence means ideas flow logically and smoothly.



The structure and the components of academic texts

1. Title

The title clearly states the topic or subject of the academic work.

Purpose: To inform readers about the main focus of the paper.

2. Introduction

The introduction provides background information, introduces the topic, explains its importance, and states the aim or thesis of the paper.

Purpose:

Introduce the topic.

Provide context.

State the research question or thesis.

Outline the structure of the paper.



The structure and the components of academic texts

3. Main Body

The main body contains the main discussion, analysis, and evidence. It is divided into paragraphs, with each paragraph focusing on one main idea.

Purpose:

Present arguments and evidence.

Analyse and evaluate information.

Compare different viewpoints.

Support claims with credible sources.

4. Conclusion

The conclusion summarises the main points without introducing new information. It restates the main argument and highlights the significance of the findings.

Purpose:

Summarise key findings.

Reinforce the main argument.

Provide final thoughts or recommendations.



The structure and the components of academic texts

5. References/Bibliography

This section lists all the sources used in the academic text according to a recognised referencing style (e.g., APA, Harvard, MLA).

Purpose:

Acknowledge the work of other authors.

Allow readers to locate the original sources.

Avoid plagiarism.

6. In-Text Citations

In-text citations are brief references within the text that identify the source of information or ideas.

Purpose:

Credit the original author.

Support arguments with evidence.

Maintain academic integrity.



The structure and the components of academic texts

7. Abstract (for research papers)

An abstract is a short summary of the entire research paper, including the aim, methods, results, and conclusion.

Purpose:

Provide a quick overview of the study.

Help readers decide whether the paper is relevant.

8. Headings and Subheadings

Headings organise the text into sections and make it easier to read and navigate.

Purpose:

Improve organisation.

Guide readers through the document.

9. Tables, Figures, and Appendices (if required)

These sections present additional information, data, charts, or supporting documents.

Purpose:

Present information clearly.

Support the discussion without overcrowding the main text.



Apply academic writing skills through practical writing exercises

Task: Write a 200-word essay on *"The Importance of Digital Marketing in Modern Business."*



THANK YOU

