

## **The process of writing involves the following 10 principles of academic writing**

### **1. CLEAR PURPOSE**

The key purpose in an academic writing is to persuade, analyse/synthesize, and inform about a given topic.

### **2. PERSUASIVE PURPOSE**

In persuasive academic writing, the author chooses one answer to his question, supports it by using reason and evidence, and tries to persuade reader about his point of view.

### **3. ANALYTICAL PURPOSE**

The purpose is to explain and evaluate possible answers to the question. Analytical approach means investigating causes, examining effects, assessing ways to solve the problem, finding the relationship between various approaches, and analysing different arguments

### **4. OBJECTIVENESS (also called completeness of arguments)**

The author wants to stand strong behind his own opinions. Thus he emphasizes his point of view and tries to prove the thesis statement with strong arguments. That doesn't mean it is possible to neglect the opposing side. The author has to prove having researched all sides of the issue and having understood the opposing arguments.

### **5. SINGLE FOCUS**

Every paragraph (and every sentence) in the text has to support the thesis statement.

There should not be any irrelevant or contradictory information.

## **6. COHERENCE AND COHESION**

Coherence means the connection of ideas at the idea level, and cohesion means the connection of ideas at the sentence level. Coherence refers to so called rhetorical aspects of writing, such as developing and supporting the argument, or organizing and clarifying ideas.

The cohesion of writing focuses on the grammatical aspects of writing.

## **7. LOGICAL ORGANISATION**

There is a standard pattern: introduction, body, and conclusion. Each paragraph logically leads to the next one.

## **8. PRECISE & COMPLETE CONSCIOUS CHOICE OF WORDS**

Conveys exact, clear and complete meaning.

## **9. AVOIDING WORDINESS**

Sentences longer than 25 words should be rewritten more clearly and coherently.

## **10. BEWARE OF REPETITION AND LACK OF VARIETY**

Every sentence should introduce a new idea, support or explain the previous idea, not repeat it.

There should be large variety of short and longer sentences. Also sentences starting with the same expression or the same linker or academic collocation should be avoided.