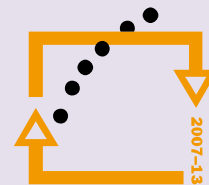




# THE NATURE OF ACADEMIC LANGUAGE AND LITERACY

SESSION 2

EFFECTIVE COMMUNICATION:  
TEACHING, LEARNING AND  
ASSESSMENT STRATEGIES



# What is academic language?

ACTIVITY 4

## VOTING SLIPS



# Is this academic language?

In February 2011, I happened to be in the UK for a conference. Watching the BBC news in my hotel room, I heard that Imperial College London had just announced that it was going to charge the maximum fee of £ 9000. The news item also included glimpses of Maastricht, a pretty small town in the south of the Netherlands whose university is a magnet for German students. The message was clear: the fee increase presents UK students with an international arbitrage opportunity. Back at Erasmus U I called together my marketing marketing efforts specifically aimed



An academic writing but  
not academic writing

# Is this academic language?

The results showed that although each national group highly valued both intrinsic and extrinsic job factors, Americans placed greater emphasis on self-fulfillment, responsibility, and other intrinsic rewards, whereas Australians stressed extrinsic factors like income and job security.

These national differences have implications for the management of multinational corporations.

# Is this academic language?

Netting of the various costs and benefits it is clear that international students at Sheffield-based universities will make a positive economic contribution to the local economy during the 2012/13 academic year. We estimate a net direct economic contribution to sub-regional GDP of £97.9 million with a slightly larger figure of £102.5 million at the regional level. Moreover, further net benefits are realised via indirect and induced impacts. We estimate these to be worth some £4.5 million and £17.9 million respectively at the sub-regional level and £10.8 million and £23.5 million at the regional level (Chart 4.1).

# Is this academic language?

Asian students are more likely to be motivated by the possibility of collective achievement and, consequently, it has been observed that these students perform better in group projects (Kember, 2000). Asian students may also be reluctant to take part actively in class due to their shyness, lack of confidence and language skills, and uncertainty about implicit social conventions for taking turns in group discussions (James et al. , 2002)

# Is this academic language?

A second reason is that taking a big slug of students from other countries gives universities a more international flavour, enriching the mix and broadening the experience of British students in the process. That, at least, is the theory. In practice large groups of foreign students from a single country tend to stick together rather than blending in. The problem is a familiar one at the London School of Economics (LSE), where half of undergraduates and 80% of postgraduates are from abroad. “The LSE celebrates its diverse student body but there is not multiculturalism, rather it is multi-monoculturism,” observes Peter Zakowiecki, a recent Polish graduate.

# Is this academic language?

So we've got the product of the products over the product of the reactants. We just need to plug in the values and cancel out the electrons.



# Is this academic language?

- This brings us to the purpose of this essay, that is, to highlight the reasons as to why it is that majority of incumbent firms, which face disruptive technology, gradually lose their market share. Is it really the incumbents' lack of effort which renders them unable to compete or is their demise inevitable? We will see, as we consider various academics' opinions that the answer to this question is neither. The answer is - it depends on circumstances and the strategic decisions made by the incumbent.

# DISCUSSION OF RATIONALE

- How did you decide which was academic?
- What criteria were you applying?
- Where do these criteria come from?

# What is academic language?

ACTIVITY 4

## VOTING SLIPS

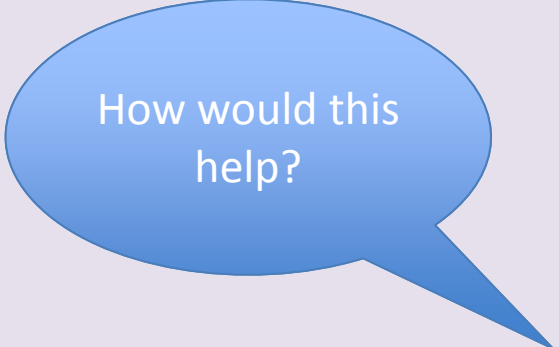


How would this help?

# Diamond Nines

Academic writing is...

- Precise
- Formal
- Concise
- Impersonal
- Coherent
- Critical
- Analytic
- Evaluative
- Robust



How would this help?

# Impersonal?

Average frequency of personal pronouns per research paper in different disciplines

(Hyland, 2002)

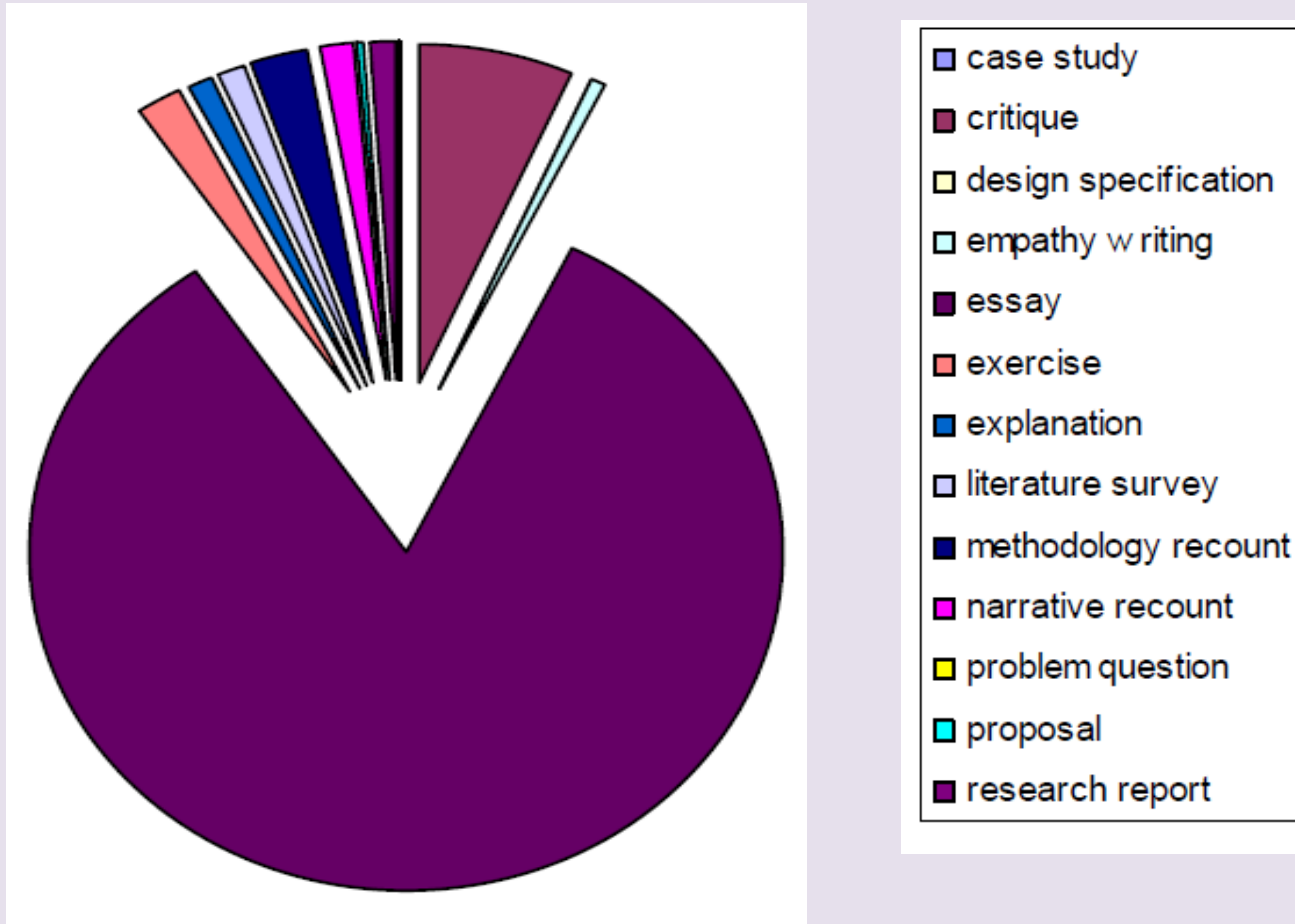
SUBJECT	I	WE
Marketing	1.6	36.5
Physics	0	17.7
Mech eng	0	2.6

# Jigsaw Groups

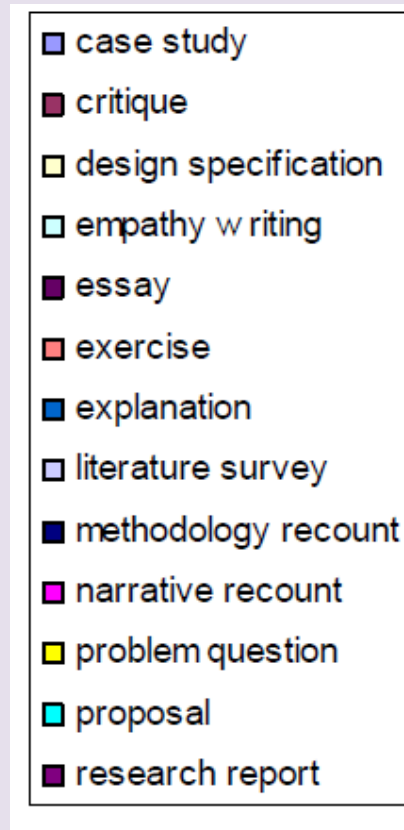
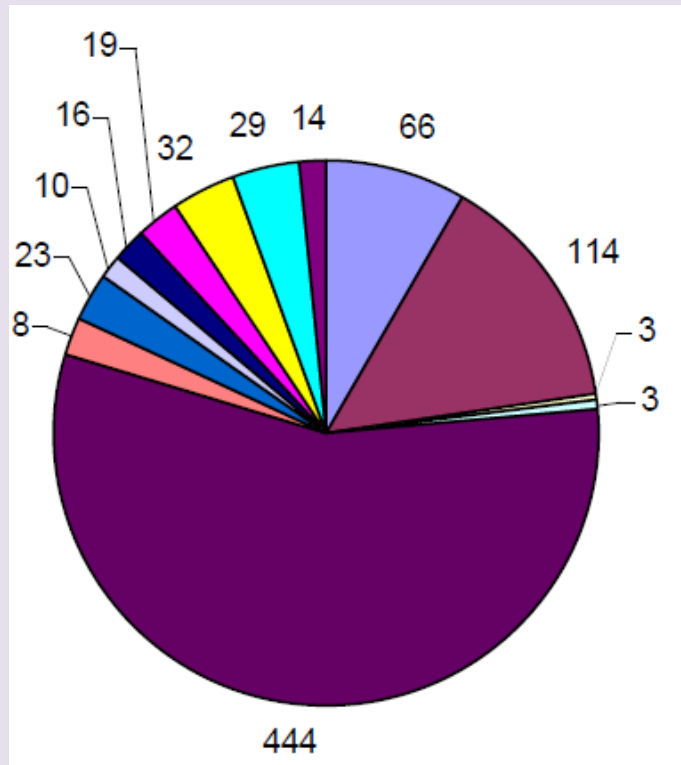
- 5 groups of similar disciplines discuss:  
*What kinds of writing do your students do?*
- Move AAA BBB CCC to ABC ABC ABC ABC
- Report your discussion to new group

How would this help?

# The place of essays



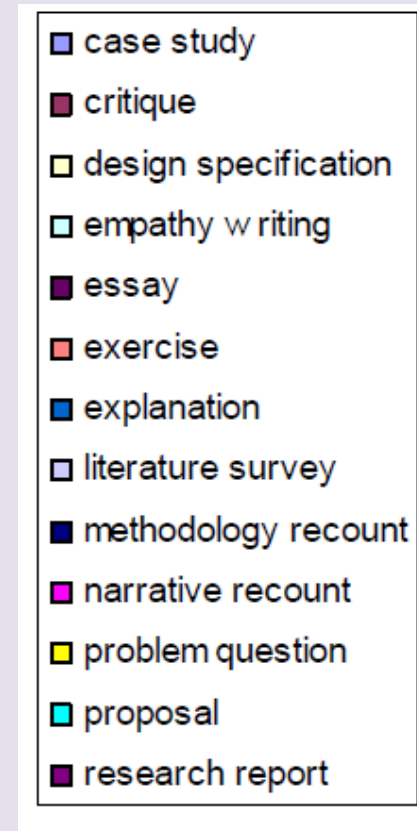
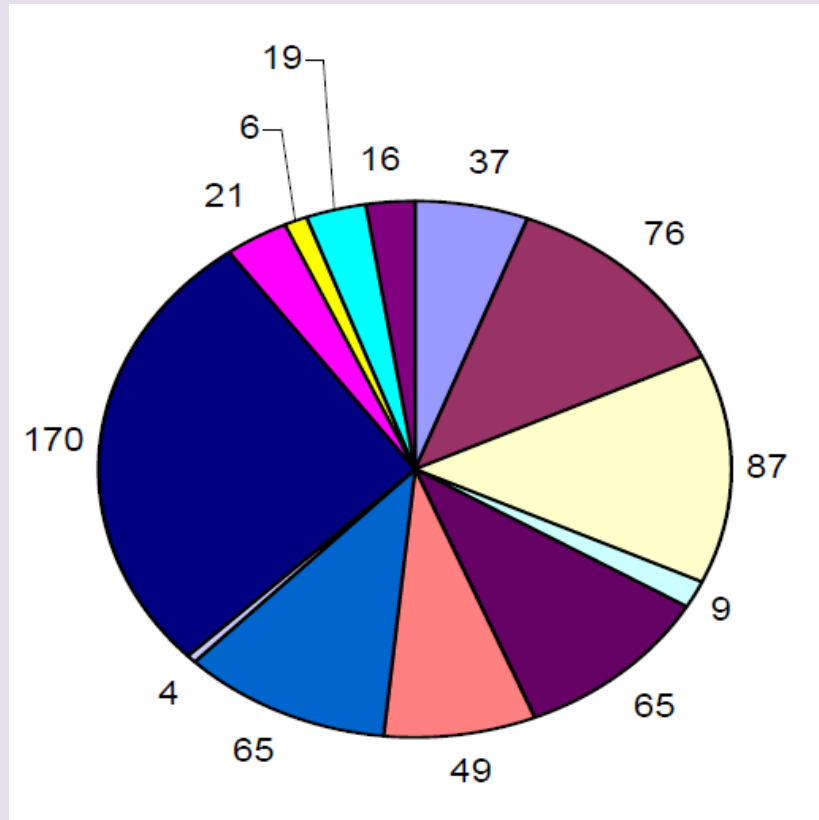
# The place of essays



## Social Sciences



# The place of essays



## Physical Sciences

# Minute Paper

- What have **we 'studied'** so far?
- What have **you learnt** so far that might have implications for your teaching and assessment practices?