IGA – Academic and Project Writing

Seminar 8

Homework Task from seminar 7:

* Find an example of a well written academic article in your subject area (eg an introduction, section of the discussion etc). Highlight / make a note of the cohesive devices used in this article.

* Upload the article onto MS Teams so we can review it next session with the class group (please save in the same format as previously.

* Read the following text and divide it into logical paragraphs (each paragraph should develop a particular theme).

* We will review and discuss in more detail next seminar

How to Stop Yourself Snoring

Snoring is caused when the airway at the back of the nose and throat becomes partially obstructed. This is usually due to the loosening of the surrounding oropharyngeal muscles, but the reasons why this should occur are varied. The most common are smoking, obesity and the consumption of relaxants such as alcohol and sleeping pills. As with any common ailment, there are a host of "miracle" cures advertised - but you should first try a few simple steps to see if you can halt the snoring before adopting more drastic measures. Lifestyle changes can be the most effective. If you are overweight, a loss of weight will help to reduce the pressure on your neck. You should also stop smoking and try not to drink alcohol at least four hours before you go to bed. Beyond this, try to change your regular sleeping position. Raise the head of your bed with a brick, or tie something uncomfortable into the back of your pyjamas to encourage you to sleep on your side. Both of these will help to alter the angle of your throat as you sleep, and may thus make breathing easier for you. It is also important to keep your nasal passage clear and unblocked. Allergies, colds and hay fever can temporarily cause you to snore; nasal decongestants may help, but you are not advised to use such remedies for long periods. Nasal strips, as worn by sportspeople, have been proven to reduce nasal airway resistance by up to 30 per cent, so consider these as a long-term alternative. If this fails, then you may wish to look at the varied snoring aids that are on the market. They range from neck collars that stop your neck tilting, through to mandibular-advancement devices (such as gumshields) which reduce upper airway resistance, and tongue-retaining devices. You can also buy essential-oil products that are added to warm water and infused or consumed before bedtime. They claim to tone up your palate and unblock your nasal passage. Finally, if your symptoms persist, visit your GP or contact the British Snoring and Sleep Apnoea Association (01737 557 997) for advice. If you do not, your partner might.

1. What is project and grant proposal writing?

Who?	What?	Why?
Who is writing? **Who** is the audience?	**What** is the content of the writing?	**Why** is the writing done?

1.1. What is a research proposal?

In simple language: a structured, formal document that explains **what** you intend to research, **why** it's worth researching and **how** you intend to carry out the study.

It is also a marketing document - kicks off a relationship between an organization or research group, and outside project stakeholders.

Typically, a project proposal is the initial framework for establishing the concept of the project and includes what you want to accomplish, an explanation of objectives, and plans for achieving them. It is common for a project proposal to include a list of activities or tasks that will be associated with the project, illustrate the significance of this specific project idea, and explain the origins of this project.

Proposals are generally drafted during one of the early phases of your project (before detailed plans are made and resources are allocated). Therefore, time and budget estimates are often rough, at best.

1.2. Why do you need a research proposal?

Its purpose is to **convince** a supervisor, research committee or university that the research is necessary, appropriate and manageable (in given time frame, with a given budget and resources, etc.).

Needed to get executive buy-in for a <u>new project</u>, program, or service. Needs to **sell** the research idea to whoever is going to approve it.

Secondly, it is used to get everyone on the team thinking about the same goals and priorities.

Lastly, it serves as as way for the organization to know when they need to make new hiring decisions or budget adjustments.

2. Project and grant proposal audience

Which is the target audience of the project and grant proposal writing? What are the characteristics of this group?

EXPERT   SCIENTIFIC   STUDENT   GENERAL
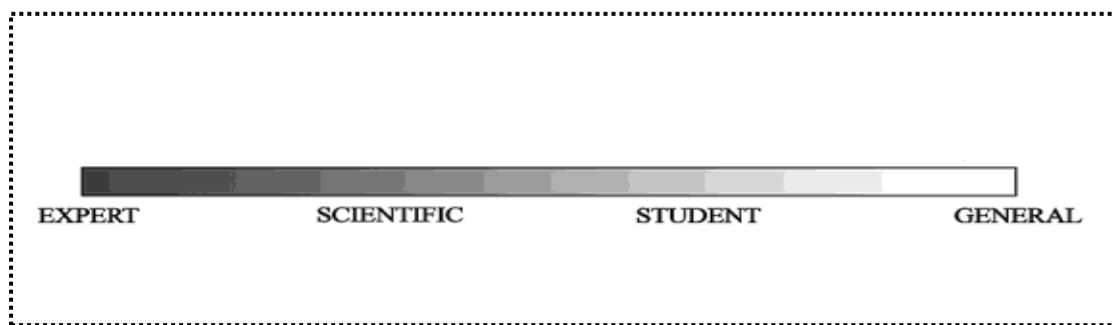
(Adapted from Robinson, M., Stoller,F. (2008): Write like a Chemist, OUP, Oxford, p.10)

2.1. Looking from the evaluator's perspective

What can attract a reviewer's attention best?

What are the evaluators looking for when reading your proposal?

How can you get to know your evaluators better?

3. What are the advantages of a clear research proposal?

Discuss and expand on the below points:

Establishes Project Viability:

Clarifies Expectations:

Creates Structure:

Increases Budget:

Fuels Business Growth:

Exposes the Brand:

Ensures Future Success:

Establishes How to Plan for Success:

4. What information does a proposal contain?

What:

Why:

How:

(Adapted from: https://gradcoach.com/what-is-a-research-proposal-dissertation-thesis/)

What a project proposal is not.

A project proposal is not a contract. It's easy to confuse it with a Business Proposal (a document in which legal terms are outlined). Clients or sponsors merely sign the project proposal to approve its contents. After signing and approving the project proposal, a business starts drafting a contract in addition to items such as a project charter and a project plan.

(Adapted from: https://www.mavenlink.com/resources/project-proposal)

5. What are the different project proposal types?

* Match the different types of project proposal types with their descriptions:

supplemental   formally Solicited   unsolicited

continuation   informally solicited   renewal

1. This type of proposal is established in response to an official request for a new proposal. In this case, a Request for Proposal (RFP) document is used to outline client demands and specific needs. A formally solicited proposal is the structured and specific response to said RFP. Having an RFP makes the entire proposal process easier. As the specifics are spelled out, project planning can prevent misunderstandings or a lack of information that may cause complications later.

2. These types of project proposals can be compared to a cold call — no one asked for or expected to receive one, but if the audience can relate to the proposal, it can prove extremely valuable. An unsolicited proposal is typically formed from more ad-hoc activities, such as an "aha" moment or an enlightening conversation with a customer. Unsolicited proposals can be the most difficult types to write, as you will have to put extra work in to convince the audience of the project's viability. Many times, these proposals require the most research and the most finesse, as the audience is unaware that the proposal is even coming their way.

3. These project proposals are essentially an update or reminder for ongoing and already approved projects. This type of proposal is the simplest to construct, as it is a continuation of already existing documentation. A continuation proposal can be thought of as a check-in with the audience to ensure the correct funds are provided for the next phase, as well as discussing progress and accounting for any changes before moving forward.

4. This type of project proposal is required when an on going project has been terminated or the resources and support behind such project can no longer be used. This proposal is more about proving that the return on investment is greater than the money being spent on resources so that the project can begin again.

5. This type of project proposal is required when more resources are required to complete a project than were originally proposed. The main goal of a supplemental proposal is to prove the value of adding resources and update the audience with a timeline based on this new plan. Many times, a supplemental proposal is required when the original project scope has grown beyond initial expectations. It can be seen as a continuation of the original proposal document.

6. This type of proposal does not require an RFP. That is, there is no specific document required to outline customer or audience demands. This is the initial rough starting point when proposing a project's viability. The major differentiator between a formal and informal project proposal is the number of details involved in planning. Informal proposals lack granular project details, such as goals, deliverables, and methods. An informally solicited project proposal can be understood as a proposal request that is lacking specifics.

6. Essential aspects of research proposal writing

* From the following list of aspects of academic writing in general, identify those which are essential for writing project and grant proposals:
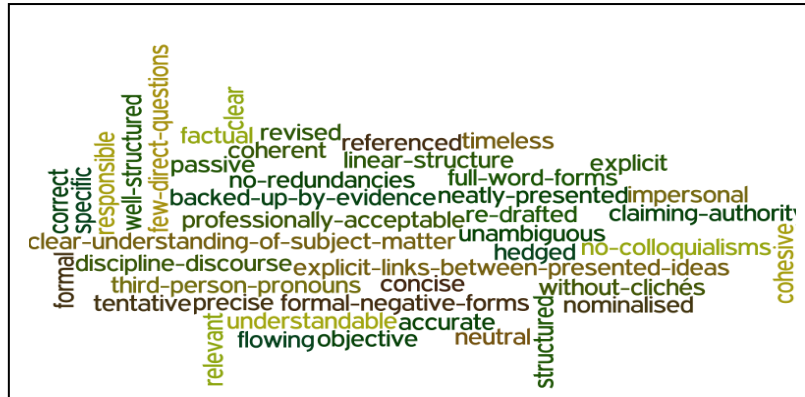
neatly presented	cohesive	with full forms of words
objective	correct	without redundancies
explicit	factual	with flowing structure
hedged	unambiguous	without clichés
frequent third person pronouns	accurate	responsible
well-structured	neutral	backed up by evidence
professionally acceptable	revised	understandable
linear structure	timeless	specific
without colloquialisms	re-drafted	referenced
precise	clear	nominalised
claiming authority	formal	tentative
more frequent passive voice	impersonal	no negative forms
explicitly signposted	concise	coherent

7. Aims and characteristics of proposal writing

* Writing project and grant proposals have certain characteristics and aims, what do they mean in practice? How do they translate into writing?

1) to excel

2) to impact

3) to implement

4) to convince

5) confident

6) brief

7) active

8) relevant

9) detailed

10) credible

Homework Task:

* Think about your own point of the research process. Write a few paragraphs describing your experience with writing a research proposal.

* Some of the things you may consider including: the process or steps of the proposal process, writing the proposal itself, some of the challenges that were / or you think could be involved in the process, what you have learnt from past proposal processes, any advice or tips your could share with your colleagues, etc.

* Please be prepared to share this information in either a verbal form (if you want more speaking practice) or written form (if you want more feedback on your writing) next session.

* Upload your written text onto MS Teams so we can review it next session with the class group (please save in the same format as previously).