

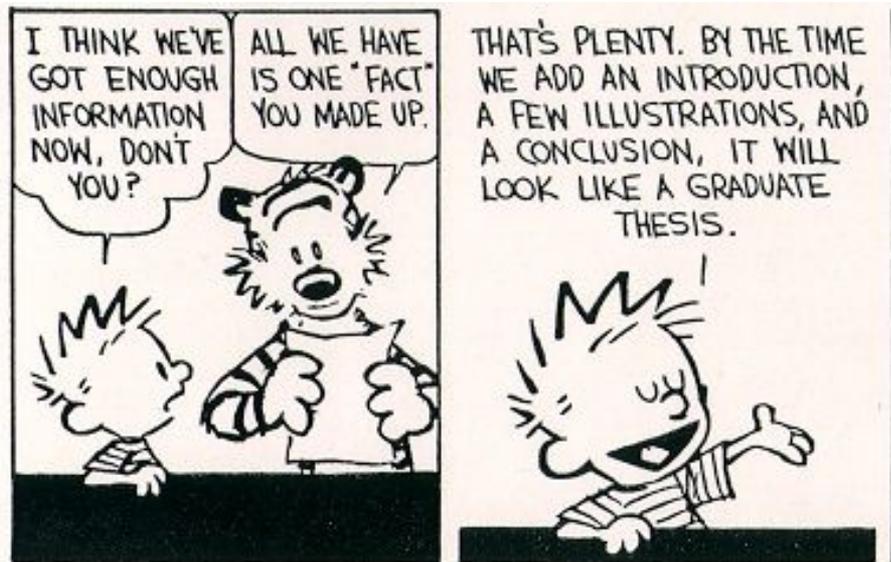
M U N I
C J V

Supporting your ideas

Daniel Gerrard

daniel.gerrard@northampton.ac.uk

M U N I
C J V



Supporting your ideas

T1: Which paragraph seems more persuasive? Why?

Paragraph one

The importance, or otherwise, of lyrics in popular music, and academic approaches to song lyrics, is subject to much debate. The supposed 'poor' standard or presumed meaninglessness of popular music lyrics, become a means to critique popular music. Conversely, it could be argued that too much attention is given to a song's lyrics, to the point where the music itself is overlooked; it is also possible to overestimate the degree to which the music listener actually listens to the words, or perceives them to be the site of meaning in a song. Nonetheless, Simon Frith suggests that lyrics do allow songs to be 'used in particular ways': lyrics facilitate certain 'creative articulations'. In the case of protest music, the lyrics allow a song to be made to speak to political issues.

Paragraph two

The importance, or otherwise, of lyrics in popular music, and academic approaches to song lyrics, is subject to much debate (Frith, 1998; Shepherd, 1999; Fornas, 2003). The supposed 'poor' standard or presumed meaninglessness of popular music lyrics, become a means to critique popular music. Conversely, it could be argued that too much attention is given to a song's lyrics, to the point where the music itself is overlooked; it is also possible to overestimate the degree to which the music listener actually listens to the words, or perceives them to be the site of meaning in a song (Shepherd, 1999:172). Nonetheless, Simon Frith suggests that lyrics do allow songs to be 'used in particular ways' (cited in Martin, 1995:273): lyrics facilitate certain 'creative articulations' (Johnson, 2000). In the case of protest music, the lyrics allow a song to be made to speak to political issues.

T2: Where should the writer add support from the literature?

Gender equality is still an important issue in the 21st century and much has been written about it in the field of business in particular. Many initiatives particularly focus on the need to help women and girls in developing countries achieve economic equality. These initiatives have often been instigated by major corporations like Nike. It can be argued though that these corporations' desire to promote gender equality might be self-serving.

Suggested answer

*Who still thinks it is an important issue? Give some examples and evidence

Gender equality is still an important issue in the 21st century and much has been written about it in the field of business in particular. Many initiatives particularly focus on the need to help women and girls in developing countries achieve economic equality. These initiatives have often been instigated by major corporations like NIKE. It can be argued though that these corporations' desire to promote gender equality might be self-serving.

*Which business scholars have written about this issue?

*Which initiatives? Include evidence in (___)?

*Include more information about the NIKE initiatives. Where did you get this information from?

*Give some examples and evidence

Second draft: what's changed?

Gender equality is still an important issue in the 21st century and much has been written about it in the field of business in particular (e.g. Bexell, 2012; Calkin, 2015; Prügl and True, 2014). Many initiatives, including the 10,000 Women Global Initiative and the World Economic Forum's Women Leaders and Gender Parity Program, particularly focus on the need to help women and girls in developing countries achieve economic equality. These initiatives have often been instigated by major corporations like Nike (Girl Effect, n.d.). It can be argued though that these corporations' desire to promote gender equality might be self-serving.

Second draft: what's changed?

Gender equality is still an important issue in the 21st century and much has been written about it in the field of business in particular (e.g. Bexell, 2012; Calkin, 2015; Prügl and True, 2014). Many initiatives, including the 10,000 Women Global Initiative and the World Economic Forum's Women Leaders and Gender Parity Program, particularly focus on the need to help women and girls in developing countries achieve economic equality. These initiatives have often been instigated by major corporations like Nike (Girl Effect, n.d.). It can be argued though that these corporations' desire to promote gender equality might be self-serving.

T3: Revise your own writing

Read the paragraph you wrote on a controversial issue in your field.

- Add any support from the literature as required
- Check your paraphrases are accurate and your own
- Make sure your sources are correctly cited
- Check the format of your quotations
- Check your final references

T4: Identify the issues with using sources