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Progress at your own speedOptional upgrade availableThis MOOC takes you through the basics of academic writing step by step. From structuring and organising an academic text to avoiding common pitfalls that can negatively affect your credibility, this 6-week course offers a guide for those who want to improve their writing. It looks at various components that will make your academic writing stand out for all the right reasons, including paragraphing, style, tone, paraphrasing and punctuation. Using samples of student writing it also gives you tips on what to avoid and explains why. Each week is comprised of video lessons, followed by exercises and peer-review tasks, taking you through various aspects of academic writing. The course requires upper-intermediate (B2) to advanced English (C1).Institution: TUMxSubject: LanguageLevel: IntermediatePrerequisites: Upper-intermediate to advanced knowledge of English.Language: EnglishVideo Transcript: EnglishYou'll learn: to understand the basic tenets of academic writing to identify the different genres and the expectations of each one to overcome writer's block to structure your ideas cohesively to write reader-friendly sentences to use appropriate tone to gain credibility to avoid plagiarism and to ensure your text respects the rules of general punctuation in English. The MOOC "Academic Writing Made Easy" covers the following topics to help you improve your writing: Week 1 Rhetorical Preferences: Meeting the expectations of your target group Week 2 Genre: Differentiating between types of scholarly texts The Writing Process: Overcoming writer's block Week 3 Cohesion: Making your ideas flow logically Week 4 Sentences: Writing reader-friendly sentences Week 5 Credibility: Convincing your peers to accept and believe what you write Week 6 Punctuation: Polishing your text Putting it all together: Overcoming the last hurdles The course was extremely well-designed and useful. I have been writing academic papers for several years and yet, in each video, there was something new to learn. Thank you, teachers. I am presently doing a report for the World Bank and I find that the entire course has been extremely helpful, especially the sections on genre, cohesion, nominalisations, active and passive voice, credibility and formal writing. A huge thanks to those who designed the course, presented the videos and planned the exercises." - Previous learner "Dear Academic-Writing-Made-Easy team, Thank you for the course! I am not a student at uni. I took part in this course out of interest in English writing in all its forms. However, I can say that I am happy to have completed this MOOC. I am taking many interesting concepts and helpful ideas with me. Thanks again for the interesting course. All the best to all the team!" - Previous learner Completing an article for an academic journal is an impressive accomplishment, but don't turn off your computer yet. You still have to write a cover letter to accompany it. Part query letter, part sales pitch, the cover letter should encapsulate what your journal article is about, convince the editor that his readers will benefit from reading it and demonstrate your professional expertise on the topic. This may sound like a lot of ground to cover in one letter, but you can do it, and effectively, by following a sensible plan of action that includes a call to action for your article. Many students are discouraged to see that, no matter how hard they try, there is always someone with better grades. You may think this is due to a genetic difference or magical and you cannot do anything against it. Well, you're wrong! In fact, it is much more likely that the reason is simply that their study habits are better than yours. Here are 9 helpful academic study habits practised by successful students: 1. Draw a Time Table This seems like a common habit but the reality is that it is not so much; It is precisely the best students who never fail to plan their future success. If you feel overwhelmed by the amount of work you have before you, a balanced study schedule will give you the extra motivation you need, helping you focus on one piece of the puzzle each time to progress slowly in its construction. ↓ Scroll down to continue reading article ↓ ↓ Scroll down to continue reading article ↓ 2. Take a Break at Intervals Surprised that one of the recommended study habits is to interrupt your study routine? Many students only practice the study technique that consists of content cramming shortly before the examination. However, it is scientifically proven that our ability to learn and retain information decreases in direct proportion to the time we spend in front of books. Therefore, if you want to maximise the use of your time, it is advisable that you divide your learning schedule while resting between different sessions. 3. Take Notes As an advocate of learning, that is, it is important that take done notes when studying. Research has proven that studying and writing goes a long way in helping the brain remember information when needed. 4. Sleep Properly One of the major enemies of academic excellence among student who do not measure up to others in class is fatigue. The reason sleep is important is that when you rest properly; your brain assimilates what you have learned during the day. ↓ Scroll down to continue reading article ↓ ↓ Scroll down to continue reading article ↓ Therefore, the better you sleep, the more you learn. This habit of study is often overlooked by many students on the excuse that they are very busy. However, successful students recognise the importance of a good rest. 5. Ask Questions Have you noticed that the most successful students in class always have questions in during a class? Instead of sitting passively listening to what the teacher says, they engage in the learning experience through questions and doubts. This does not mean that you should always be interrupting the lesson unnecessarily; Questions can also be asked after class, through a study group, etc. Remember: Never stop questioning the why of things; A great question for a small world! 6. Analyse Failures If you really want to incorporate the best study habits into your routine, you should start right now. Look back, towards your last exams, and review where you had lower grades and why until you understand everything perfectly. ↓ Scroll down to continue reading article ↓ ↓ Scroll down to continue reading article ↓ Regardless of whether we are talking about a final exam, a simple class exercise or an online test, successful students always analyse their failures. 7. Improve Your Vocabulary Academic writing is very formal and concise in style and uses a formal vocabulary. According to MHR Writer, "Academic writing should be void of bad grammar, bad style, and poor organisation". These features can severely obstruct anyone's academic and professional success. The formal structure that should be used helps to ensure that an academic argument is being supported. Successful students understand this and as such devote time in improving their vocabulary using helpful means and method. Better students structure their work using proper grammar, sentences and vocabulary give an insight as to why they produce a coherent academic argument. ↓ Scroll down to continue reading article ↓ ↓ Scroll down to continue reading article ↓ 8. Simulate Test Conditions One of the main ways to make sure we get the desired result in our exams is to do tests and simulations that resemble the actual exam. This means that you must separate from your books, set up a time factor, etc. In this sense, online tests are the ideal resource for preparing test type tests. 9. Apply Knowledge to Real Problems Successful students know that learning is not about passing tests and getting good grades, but understanding concepts and discovering how you can use them to solve real problems. Problem-based learning is a method that emphasises precisely this aspect, so it is usually among the most commonly used by the best students. ↓ Scroll down to continue reading article ↓ ↓ Scroll down to continue reading article ↓ The best way to become a top student is to try out different techniques and find out which ones best suit you. Featured photo credit: iacpublishinglabs.com via aos.iacpublishinglabs.com Advertising is now taught as an academic subject. It's a sub-set of marketing. So you can get a degree in marketing, and one of your modules will be advertising. You'll do modules in: pricing and distribution theory, market research, brand planning, category management, ethical marketing, social and mobile media, presentation skills, and, oh yes, advertising. So advertising is just a part of a marketing person's job. Once you've got everything else right, you'll look at the advertising. Because, if you get everything else right the advertising must work. Hmmm, I wonder. Let's look at that from another angle. Bill Bernbach said, "If no-one notices your advertising, everything else is academic". That's important enough to repeat. "If no-one notices your advertising, everything else is academic." That's the word 'academic' used rather differently. We know that £16.3 billion is spent on all forms of advertising and marketing every year. We know that 4% is remembered positively, 7% is remembered negatively, and 89% isn't noticed or remembered. So that's roughly £17 billion of advertising that fits Bill Bernbach's definition of 'academic'. Advertising that might as well not have run. Advertising as a sub-set of marketing. The dictionary defines the word academic as "Having no practical importance; not involving or relating to anything real or practical, only of theoretical interest". But advertising isn't an academic subject. It does have practical importance. So it isn't just a sub-set of marketing. Advertising is actually the voice of marketing. Adam Morgan talks about 'in front of the curtain' and 'behind the curtain'. In front of the curtain is what we want the audience to see. Advertising is 'in front of the curtain'. Behind the curtain is what we don't want the audience to see. Marketing is 'behind the curtain' The audience isn't supposed to notice marketing. But if the audience doesn't notice the advertising, what's the point in doing it? So advertising is not a sub-set of marketing. Advertising is about amplification. Making sure your message is part of the 4% that gets noticed and remembered. Because, otherwise, however clever all that marketing thinking was, it will all be wasted. "If no-one notices your advertising, everything else is academic." This post originally appeared on Dave Trott's Blog on Campaign.







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