

Teacher – Academic Style

Lesson:

This lesson analyses some of the important features of academic style by comparing the same two texts written formally and informally, discussing the common features and rewriting informal sentences into a formal style.

Introduction [10 minutes].

1. Students discuss the following questions in small groups:
 - What does academic style mean to you?
 - Why is it important to write in an academic style?
 - What teacher feedback have you already received on your academic style?
2. Whole class feedback.

Academic Style Paragraph Analysis [30 minutes].

1. Distribute **Text A** to half the class & **Text B** to the other half.
2. Either distribute **worksheet#1** or project content using a visual aid.
3. Students complete **Tasks 1, 2 & 3**. Teacher supports if needed.
4. **Task 4:** whole class feedback:
 - Strong group: students give verbal answers to whole class.
 - Weak group: display **Academic Style Paragraph Analysis (examples)**.
5. Distribute **worksheet#2**.
6. Students discuss questions in small groups using **Texts A & B** as support.
7. Whole class feedback.

Academic Style Consolidation & Practice [20 minutes].

1. Distribute **worksheet#3**.
2. Students work individually to identify the informal word/s & select a more academic word to replace it.
3. Students compare with a partner.
4. Whole class feedback.

More academic style activities: www.academic-englishuk.com/academic-style

Copyright: These materials are photocopiable but please leave all logos and web addresses on handouts. Please don't post these materials onto the web. Thank you

Academic Style Paragraph Analysis

Text A

In my opinion, Corporate Social Responsibility (CSR) is wonderful for a business because it'll bring in lots [redacted] business [redacted]. As we all know, a business that puts [redacted] the environment etc will show everyone [redacted] good business. As far as I'm concerned, more [redacted] cause many people like ethical businesses. And then this [redacted] sales go up and the company will become massive. E.g, a yoghurt company called Yeo Valley has [redacted] for ages. And [redacted] has increased a lot [redacted] a lot more chances to get even bigger. What can we learn from this? We [redacted] good thing [redacted] to do.



Text B

Corporate Social Responsibility (CSR) can generate a positive reputation for a company leading [redacted] and growth. According to Jones et al (2019), a corporation that invests [redacted] and ethical approaches of CSR [redacted] to the public and the media that they [redacted]. Watson (2018) states that sales can [redacted] customers tend to support ethical [redacted] thus improving profitability [redacted]. For example, a yoghurt company called Yeo Valley [redacted] making its products organic, [redacted] recyclable [redacted] its CO2 output. As a [redacted] have doubled within the last two years [redacted] with a range of opportunities [redacted] (Peterson, 2019). Overall, the evidence seems to suggest that investing in CSR can improve [redacted] and productivity.

Academic Style Paragraph Analysis (examples)

Text A

In my opinion, Corporate Social Responsibility (CSR) is wonderful for a business because it'll bring in lots more money and the business will get bigger. As we all know, a business that puts time and money into the environment etc...

ALL ANSWERS INCLUDED IN PAID VERSION...



Text B

Corporate Social Responsibility (CSR) can generate a positive reputation for a company leading to possibly more sales and growth. According to Jones et al (2019), a corporation that invests in the environmental and ethical approaches...

ALL ANSWERS INCLUDED IN PAID VERSION...

Academic Style Worksheet #1

Task 1

Text analysis - individual.

Read your text & answer the following questions:

What is the topic of the paragraph?

Is the text academic or informal?

Underline parts of the text that helped you decide.

Task 2

Comparison – pair work.

Work with a partner who has the same paragraph as you and compare answers to task 1.

Task 3

Comparison – pair work.

Work with a partner who has a different paragraph to you and explain the features that make the text formal or informal.

Task 4 – pair work.

Prepare to tell the class and your teacher what you have noticed about formal & informal writing.

Academic Style Worksheet #2

Discussion – group work (threes or fours).

Read the following statements about academic style. Do you agree or disagree?

	Academic Style Uses:	Yes/No/Not sure
1	personal language (In my opinion, I, We)?	
2	noun phrases (ethical [redacted])?	
3	passive structures (can [redacted])?	
4	contractions (can't)	
5	simple [redacted] (big)?	
6	complex sentences (which leads to .../leading to...)?	
7	[redacted] (wonderful)?	
8	phrasal verbs (go up)?	
9	specific vocabulary ([redacted] people)?	
10	[redacted] language (could lead to)?	
11	vague language (etc)?	
12	and or [redacted] start a sentence?	
13	question forms? (What [redacted]?)?	
14	[redacted] (Watson, 2018)?	
15	academic vocabulary (evidence)?	
16	[redacted] (thus)?	

Do you notice any other features in the two texts of either good or poor academic style?

***Please note:** There are many interpretations of academic style. Students need to check with their faculties on what is and isn't accepted.

Academic Style Worksheet #3

Individual Task

A. Read the following statements. Underline the informal words and phrases, and replace with more appropriate language.

1. The main types of CSR are environmental, ethical etc.
2. In my opinion, a company's CSR [redacted] a good influence [redacted] of the people buying its products.
3. Someone found out that [redacted] influence the customer's [redacted] to ethical [redacted].
4. In the last twenty years, [redacted] have done a lot of wonderful [redacted] the [redacted] challenges facing our world.
5. Everyone knows that [redacted] often make [redacted] investments even though this doesn't increase their own payoffs.
6. And another area [redacted] that is important is corporate [redacted].
7. What are some of the ways in which companies can demonstrate corporate philanthropy?
8. Ethical CSR thinks about [redacted] of the [redacted].
9. Some UK businesses [redacted] obliged by law to report on their greenhouse gas emissions. Many other businesses that [redacted] to are also beginning to reduce their [redacted].
10. **Write your own informal sentence. Give your sentence to your partner to rewrite.**

B. Compare your answers in small groups.

Academic Style Worksheet #2 **ANSWERS**

Discussion – group work (threes or fours).

Read the following statements about academic style. Do you agree or disagree?

	Academic Style Uses:	Yes/No/Not sure
1	personal language (In my opinion, I, We)?	No
2	noun phrases (ethical approaches)?	Yes
3	passive structures (can be improved)?	Yes
4	Contractions...	No
5	Simple... ..	

ALL ANSWERS INCLUDED IN PAID VERSION...

Academic Style Worksheet # 3 (Suggested answers)

1. The main types of CSR are environmental, ethical and philanthropic.
2. A company's CSR efforts will have a positive influence on the attitudes of its customers.
3. Auger *et al.* (2003) found that demographic...

ALL ANSWERS INCLUDED IN PAID VERSION...