



Academic Writing and Research



Duration: 2 Days Course Overview and Objectives

This course is designed for high school learners (CAPS, IEB, Cambridge, AP etc.), first-year university students, and young professionals who already possess basic English literacy skills and want to develop stronger academic writing and research capabilities. In this course we presume that the delegates have the basics and are looking to explore a higher range of selling skills.



Good academic writing is not about sounding complicated. It is about expressing complex ideas with clarity, coherence, and purpose.

Developing Academic Writing Foundations

- Understanding academic purpose and audience
- Structuring paragraphs and extended responses
- Writing clear topic sentences and arguments
- Using evidence to support ideas Learning how to cite sources accurately

Academic writing is more than putting words on a page. Writers must structure ideas logically, build arguments carefully, and maintain a consistent academic tone throughout.

Critical Reading and Source Evaluation

Good research begins with good reading. In today's information-heavy world, students must evaluate sources, identify credible material, and distinguish between reliable academic content and weak or biased information.

Research Skills and Information Literacy

Find out how to locate, analyse, and integrate academic sources effectively. Learn to take structured notes, and synthesise ideas from multiple authors.

Referencing and Academic Integrity

We work in a knowledge driven academic environment. Many students struggle with plagiarism not because of dishonesty, but because they do not understand how to incorporate sources.

Writing a Research Paragraph

Your research paragraph is often the first point of evaluation for educators and examiners, and it must be strong. In this section we explore how to structure a paragraph that is clear, analytical, and academically credible.

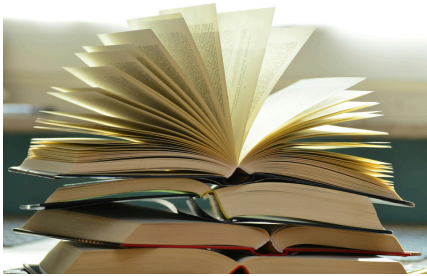
Presenting Your Research Findings

- Using clear academic language
- Structuring ideas logically for readers

Your ability to present findings in written or spoken form is a key academic skill. In this section, we explore strategies and techniques that ensure your presentation, essay, or report is convincing and academically sound.

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"Research is formalised curiosity. It is poking and prying with a purpose."

– Zora Neale Hurston

Time /Research Management

Time is your most important academic resource. You can have the best ideas and the strongest argument, but without proper planning, your writing collapses. In this section we look at organising your research process to ensure you get the best out of the time available.

Argument Development and Academic Structure

- Identifying strong claims
- Building logical argument chains
- Supporting arguments with credible evidence

We build academic arguments every day: in essays, in classroom discussions, and during research activities. Argumentation is a vital part of academic success, and in this section we look at core principles that strengthen academic writing.

Motivating Yourself As a Writer

During any writing task, your mindset makes the difference. Skills are important, but your willingness to revise, reflect, and persevere determines your success. In this section, we develop techniques that help you maintain motivation and confidence.