

Academic Research and Writing

The Structured Composition of Academic Writing

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**Undergraduate Diploma in
Digital Marketing**

Basic Paragraph Structure

1. Topic Sentence (Introduction)
 - Purpose: Introduce the main idea of the paragraph.
 - Tip: Make it clear and focused; it should guide the content that follows.
2. Supporting Sentences (Development)
 - Purpose: Provide evidence, examples, or explanation to support the topic sentence.
 - Tip: Use facts, details, quotes, or analysis.
3. Concluding/Linking Sentence (Transition)
 - Purpose: Summarize the idea or connect to the next paragraph.
 - Tip: Avoid repeating the topic sentence; instead, wrap up or bridge to the next point.



Topic Sentence (Introduction)

- Search Engine Optimization (SEO) is a fundamental skill for any digital marketing professional.

Supporting Sentences (Development)

- By optimizing website content with relevant keywords, businesses can increase their visibility on search engines like Google. Higher search rankings drive more organic traffic to a site, reducing the need for expensive paid ads. Additionally, good SEO improves user experience, which helps build trust and increases conversions.

Concluding/Linking Sentence (Transition)

- Given its impact on both traffic and user trust, mastering SEO is essential for success in digital marketing.



Cohesion Within a Paragraph

Use Transitions and Signal Words –

To add: furthermore, in addition, also

To contrast: however, on the other hand, although

To explain: for example, in other words, namely

To show cause/effect: because, therefore, as a result

Paragraph Unity and Coherence

Unity means every sentence supports the topic sentence.

Coherence means ideas flow logically and smoothly.



Let's Practice to Link Paragraphs

Use the sentences below to form a paragraph about the topic of home ownership

- i. When this burst, millions of people lost their homes, which for many had contained their savings.
- ii. These had been developed to allow higher-risk poorer families to buy their own homes but contributed to a property price bubble.
- iii. Many economists now argue that there is a maximum level of home ownership which should not be exceeded.
- iv. All these claims were challenged by the economic crash of 2008, which was in large part caused by defaults on American sub-prime mortgages.
- v. Even households which had positive equity still felt poorer and reduced their spending.
- vi. Others were trapped in their houses by negative equity in other words their houses were worth less than they had paid for them.



Topic sentence	(iv) All these claims were challenged by the economic crash of 2008, which was in large part caused by defaults on American sub-prime mortgages.
Definition	(ii) These had been developed to allow higher-risk poorer families to buy their own homes but contributed to a property price bubble.
Result 1	(i) When this burst, millions of people lost their homes, which for many had contained their savings.
Result 2	(vi) Others were trapped in their houses by negative equity, in other words their houses were worth less than they had paid for them.
Result 3	(v) Even households which had positive equity still felt poorer and reduced their spending.
Conclusion	(iii) Many economists now argue that there is a maximum level of home ownership which should not be exceeded.

Opening Sentences of Introduction

It is important to avoid opening sentences that are too general.

For Example:

- Nowadays, there is a lot of competition among different providers of news.
- Newspapers are currently facing strong competition from rival news providers such as the internet and television.



NAME	DEFINITION	FUNCTION
Noun	name, person, place, thing or idea	subject or object
Pronoun	Used to replace noun	subject or object
Verb	Describes action or state-of-being	
Adjective	Modifies/describes nouns-pronouns	Which one? How many? What kind?
Adverb	Modifies/describes verbs, adjectives or other adverbs	How? When? Where? To what degree?

Every word in a sentence has a name, definition, and specific function or job.



Phrases & Clauses

Phrase: group of words without a subject-verb combination.

Clause: group of words with a subject-verb combination.

Independent Clause: complete thought, can stand alone as sentence

Dependent Clause: not a complete thought, cannot stand alone as sentence



Sentence Types

1. Simple
2. Compound
3. Complex
4. Compound - Complex



Simple Sentence

One clause with a subject and verb.

Ex: **Computers** **are** important in the modern world.

Formula – **SV**

However, it can have more than 1 subject & verb

2 Subjects: **Computers** and **other technological devices** **are** important in the modern world. (**SSV**)



Simple Sentence

2 Verbs: **I search** for information and **play** games on my computer. (**SVV**)

2 Subjects and 2 Verbs: **My brother** and **I search** for information and **play** games on our computer.

Formula - **SSVV**



Compound Sentences

Consist of 2 or 3 independent clauses. It is when simple sentences are joined together.

In this sentence structure, the clauses are joined together with the following coordinating conjunctions:

FANBOYS

(for, and, nor, but, or, yet, so)



Compound Sentences

Computers are important, but they can be dangerous too. (SV but SV)

Computers are important, but they can be dangerous too, so we must be careful. (SV but SV so SV)

You cannot use each one more than once in a sentence to join clauses.



Computers are used widely in most countries now, and they are a sign of progress, and we must ensure everyone has access to them.

Incorrect formula – SV and SV and SV

Two possible corrected versions

1. Computers are used widely in most countries now, and they are a sign of progress. We must ensure everyone has access to them. (SV and SV. SV)
2. Computers are used widely in most countries now, and they are a sign of progress, so must ensure everyone has access to them. (SV and SV so SV)



Using Semicolons

There is an instance when you can have a compound sentence structure without a coordinating conjunction, and this is when you join two clauses with a semicolon. It is used when two ideas are related.

For Example: Computers are widely used in most countries; they are sign of progress.



Complex Sentences

2 or more clauses (1 independent clause & at least 1 dependent clause) joined together, but they are not joined by coordinating conjunctions. They are joined by subordinating conjunction.

Subordinating Conjunction: after, although, as, as if, as long as, as much as, as soon as, as though, because, before, unless, until, even if, even though, if, in order to, in case, once, since, so that, that, though, when, whenever, whereas, where, wherever, while



For example:

- People take natural health supplements even though they may not have been tested.
- I went to bed as soon as he left because I was tired.

These are adverbial clause. In these types of complex sentences, the second clause can be used to start the sentence. In this case, a comma is needed in the middle.

- Even though they may not have tested, people take natural health supplements.
- As soon as he left, I went to bed because I was tired.



Compound – Complex Sentences

Same as complex sentences, but they also have a simple or compound sentence before or after the 'complex' part.

For Example: I ate a lot when I got home, but I was still hungry.

The part that is underlined is the complex sentence. It also has a simple sentence connected to it. It can also have a full compound sentence attached to it:

I ate a lot when I got home, but I was still hungry, so I went shopping to buy some more food.



Punctuation Errors

Commas (,)

- Use a comma and a coordinating conjunction to join two independent clauses.
- Use comma after introductory dependent clauses, phrases, or words that come before the main clause.
- Use commas to separate three or more words, phrases, or clauses written in a series.
- Use comma to set apart a parenthetical phrase in a sentence.



Semicolon (;)

- Use a semicolon between two related independent clauses that are not joined by a coordinating conjunction.
- To separate elements in a series that already contains commas.
- To join two independent clauses when the second clause begins with a conjunctive adverb (however, therefore, moreover, furthermore, thus, meanwhile, nonetheless, otherwise) or a transition.



Colon (:)

- To introduce a list preceded by an independent clause.
- To separate an independent clause and a fixed phrase or clause that illustrates, extends, or amplifies the preceding thought.



Apostrophe (')

- To create a contraction.
- To form a possessive noun.

Do not use an apostrophe to form a plural.

It's – it is

Its – (possessive)



Rewriting & Proofreading

For coursework it is important to take time to revise your work to improve its clarity and logical development.

It is essential to avoid the small errors that may make your work inaccurate or even difficult to understand.



Rewriting

Although it is tempting to think that the first draft of an essay is adequate, it is almost certain that it can be improved.

After completing your first draft, you should leave it for a day and then reread it, asking yourself the following questions:

Does this fully answer the question(s) in the title?

Do the different sections of the paper have the right weight (i.e. is it well balanced)?

Does the argument or discussion develop clearly and logically?

Have I forgotten any important points that would support the development?



Proofreading

Proofreading means checking your work for small errors that may make it more difficult for the reader to understand exactly what you want to say.

If a sentence has only one error:

She has no enough interpersonal skills to handle different relationships.

It is not difficult to understand, but if there are multiple errors, even though they are all quite minor, the effect is very confusing.

As keynes, the Bitish economic, siad, 'In the long run . . .
we are all ded'.



Clearly, you should aim to make your meaning as clear as possible. Note that computer spellchecks do not always help you, since they may ignore a word that is spelt correctly but is not the word you meant to use:

e.g. : Tow factors need to be considered . .



THANK YOU

