

Academic Research and Writing

Navigating Key Language Challenges

Lecturer: Ms. Sharon Benny

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**Undergraduate Diploma in
Digital Marketing**

Approaches to Vocabulary

- Use of Formal and Objective Language

Avoid colloquial language, slang, and contractions. Choose precise words that convey meaning without emotional or personal bias.

"Lots of people saw the ad" **"A large number of users were exposed to the advertisement"**

- Discipline-Specific Terminology

Use vocabulary that is specific to the academic field (also known as jargon, when appropriate). Helps demonstrate familiarity and authority in the subject area.

"Clicked a bunch of links" **"Engaged with multiple hyperlinks"**



- Normalisation

Turning verbs or adjectives into nouns to create a more formal tone.

“The company advertised its product” → “The advertisement of the product was strategic.”

- Hedging and Cautious Language

Avoid overgeneralization. Use cautious language to reflect the nature of research.

“Social media always boosts sales.” → “Social media may contribute to increased sales.”



- Avoid Redundancy and Simplify Phrasing

Be concise and precise.

"People buy more..." → "Consumers demonstrate increased purchasing behaviour..."

"Social media is huge" → "Social media plays a substantial role in modern marketing strategies."

- Use of Connectives and Transition Words

Essential for cohesion and logical flow.

Addition: Furthermore, In addition

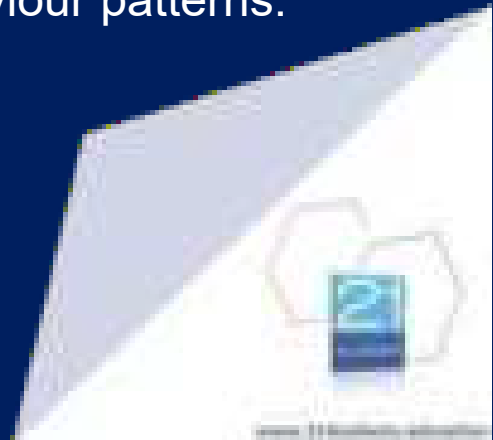
Contrast: However, On the other hand

Cause and Effect: Therefore, As a result



Let's Practice

Social media platforms have become integral to digital marketing strategies due to their capacity to foster direct engagement between brands and consumers. Recent studies indicate that interactive content, such as polls, live videos, and personalized recommendations, significantly enhances user engagement and brand recall (Smith, 2023). Unlike traditional marketing channels, social media allows for two-way communication, enabling consumers to provide real-time feedback and share branded content within their networks. This user-generated content not only increases visibility but also contributes to perceived brand authenticity—a key factor in influencing purchase decisions. However, the effectiveness of social media marketing varies across demographics and platforms, suggesting that tailored strategies are essential for maximizing impact. Therefore, marketers must continuously analyse engagement metrics and adapt content to align with audience preferences and behaviour patterns.



Feature	Example
Formal tone	Social media platforms have become integral...
Discipline-specific terms	user engagement, brand recall, user-generated content, metrics
Academic verbs	indicate, enhances, contributes, suggesting, analyse, adapt
Hedging/caution	suggesting that tailored strategies are essential...
Transitions	Unlike, However, Therefore



Common Language Features

Ambiguity - Where more than one interpretation is possible; lack of clarity

Anecdote - A story told to illustrate a situation or idea

Cliché - An overused idea or phrase; lacking in freshness

Euphemism - A word or phrase used to avoid naming something

Idiom - A phrase used in colloquial speech, the meaning of which is not obvious

Metaphor - A word used to refer to something but that literally means something else unpleasant directly

Paradox - An idea that seems wrong but yet may be true



Common Language Features

Proverb - A traditional statement or rhyme containing advice or a moral

Saying - An often-repeated comment that seems to contain some truth

Simile - A comparison of two things, using 'like' or 'as'

Slogan - A frequently repeated phrase used in advertising or politics

Statement - A rather formal comment on a situation

Synopsis - A summary of something



How to Use Abbreviations

*Always write the full term the first time, followed by the abbreviation in parentheses.
Use the abbreviation alone from then on.*

Search Engine Optimization (SEO) is a key strategy in digital marketing. SEO techniques improve website visibility and drive organic traffic.

➤ Do not use informal abbreviations.

info (use information)

➤ Use capital letters for acronyms (e.g., SEO, ROI).

➤ Do not include periods between letters (e.g., write SEO, not S.E.O.).



Common Digital Marketing Abbreviations

SEO Search Engine Optimization

PPC Pay-Per-Click

CTR Click-Through Rate

CPC Cost Per Click

CPA Cost Per Acquisition

ROI Return on Investment

KPI Key Performance Indicator

UX User Experience

CMS Content Management System



WORDS AND PHRASES FROM OTHER LANGUAGES

When reading academic texts, you may meet words and phrases from other languages, usually Latin, German or French.

They are generally used because there is no exact English equivalent, and they are often printed in italics:

He argued for the *de facto* independence of the states.

You are not expected to use these phrases in your own writing, but it is useful to understand them when you read.



Latin

- *ad hoc* - unplanned
- *de facto* - as it really is
- *de jure* - according to law
- *inter alia* - among others
- *in vitro* - studies conducted on isolated organs (in Biology)
- *pro rata* - proportional



French

- *à propos de* - on the subject of
- *ancien régime* - old ruling system
- *coup d'état* - military takeover
- *déjà vu* - sensation of having seen something before
- *fait accompli* - accomplished fact
- *raison d'être* - reason for living



German

- *Bildungsroman* - a story of growing-up
- *Mitteleuropa* - central Europe
- *Realpolitik* - political reality
- *Schadenfreude* - pleasure from another's misfortune
- *Zeitgeist* - spirit of the times



Punctuated Abbreviation

The use of a full stop (period) after an abbreviation to indicate that it is a shortened form of a word is called a **punctuated abbreviation**.

Full stop abbreviation is a conventional punctuation rule that shows the word has been shortened.

e.g. exempli gratia (for example)

etc. et cetera (and so on)

i.e. id est (that is)

Prof. Professor

Dr. Doctor



Duplicate Abbreviation

The term duplicate abbreviation typically refers to a *redundant or incorrect repetition of abbreviated words or phrases*. This is considered a stylistic or grammatical error in formal writing.

In academic writing, clarity and precision are essential. Avoiding duplicate abbreviations shows: an understanding of technical terms, attention to detail, professional and polished writing.



Examples of Duplicate Abbreviations

PIN number **PIN**

"PIN" stands for Personal Identification Number

ATM machine **ATM**

"ATM" = Automated Teller Machine

URL link **URL** or **link**

"URL" = Uniform Resource Locator — already means a web link.

HTML language **HTML**

"HTML" = HyperText Markup Language



Prepositions

Prepositions are words that show the relationship between a noun (or pronoun) and another word in the sentence. They often indicate time, place, direction, cause, manner, or instrument.

➤ Prepositions of Time

At - The campaign launched at 9 a.m.

On - The webinar was held on Monday.

In - Engagement increased in March.

Since - Metrics have improved since last year.



➤ Prepositions of Direction/Movement

To - Users are redirected to the landing page.

Into - Traffic was funneled into the sales pipeline.

Onto - Ads were placed onto specific webpages.

➤ Prepositions of Cause/Purpose

due to - Traffic dropped due to poor SEO performance.

because of - Conversion rates increased because of targeted ads.

for - The campaign was designed for lead generation.



➤ Prepositions of Method/Instrument

By - The data was collected by Google Analytics.

With - The ad was created with video editing software.

Through - Leads were generated through email marketing.



Synonyms

Synonyms are words or phrases that have the same or very similar meanings.

- To improve vocabulary and understanding
- To avoid repetition in writing
- To match academic tone and style
- To build stronger arguments



Synonyms

- Helps you understand scholarly articles where ideas are rephrased in technical or varied vocabulary.
- Improves your writing quality, making your essays, reports, and research papers more sophisticated and professional.
- Strengthens your communication in presentations, reports, and academic discussions.



Let's Practice

Match the words with their synonyms

Column A (Basic Word)

1. Buy
2. Use
3. Help
4. Plan
5. Get
6. Goal

Column B (Synonym)

- A. Objective
- B. Acquire
- C. Strategy
- D. Utilise
- E. Assist
- F. Purchase



THANK YOU

