

2024.9.03

EVERY AUTHOR

零基础入门学术英语写作

ACADEMIC ENGLISH WRITING GUIDE FOR BEGINNERS

FREE WEBINAR

免費公益課程

北京時間 2024年9月3日下午7:00-8:00



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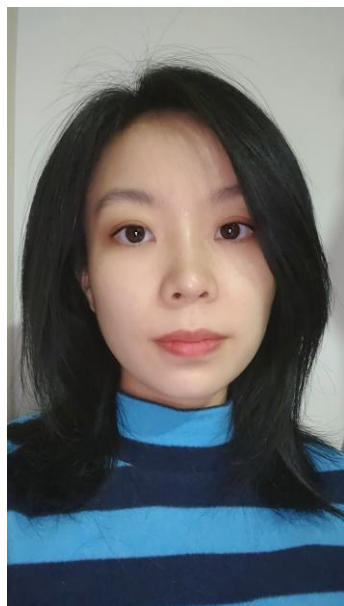
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Maisie Liao

Author Consultant

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主攻教学设计与评估, 研究方法, 英语语言学。

负责科技、工程、医学 方向, 包括该领域相关的学术论文写作的作者培训与相关课程的教学。

高校教师|资深编辑|国际期刊审稿人

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English Academic Writing Guide for Beginners

Mastering the Core Elements and Structural Style

零基础入门学术写作

Maisie Liao

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01

Academic Writing Fundamentals

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Propose and Requirements of Academic Writing

Requirements

英国大学对学术写作有严格的要求，包括**严谨的结构和逻辑性**，以及**准确、正式的语言使用**。另外在学术写作中，作者需**保持客观性**，避免个人情感色彩。

1

Importance

学术写作是**展现学习成果**，**传递知识、交流思想**的重要方式，对于学术研究和职业发展至关重要。

2

Significance of Academic Integrity

学术诚信是学术界的基石，**避免剽窃等不道德行为**，维护学术声誉和信任。

3

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The basic principles

- **Logicality:** 确保句子，段落，文章结构合理，内容相互之间有逻辑联系。
- **Evidence-based:** 使用数据、事实和引用来支持观点。

EG: Generally speaking, children are less mature than adults.

修改: Estrada (2011) claimed that children aged 0-5 years are less mature than normal adults

- **Clarity:** 行文应易于理解，逻辑清晰，避免歧义。
- **Conciseness:** 避免冗长和啰嗦，用最简洁的方式表达观点。

EG: Considering the series of occurrences mentioned earlier, one could arguably deduce that

修改: The aforementioned situation indicates that...../This shows that.....

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The basic principles

- **Citation and References:** 正确引用他人的观点和研究，遵循适当的引用格式。

- **Professionalism:** 使用专业术语和概念，展现对主题的深入了解。

EG: heart problem → cardiovascular disease

- **Objectivity:** 保持中立，避免个人情感和偏见影响论述。

EG: The patients suffer **a lot** because of the **horrible disease**

修改: The disease affects the patients' quality of life

- **Politeness:** 尊重不同观点，避免攻击性语言。

EG: This is **a stupid** idea.....

修改: This idea may not be effective

- **Readability:** 文章布局合理，段落清晰，便于阅读。

分段与subheading

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Academic Integrity

Originality

写作内容必须是独立工作的结果，不侵犯他人的知识产权

Citations and References

诚实地引用他人工作，提供准确的参考文献信息，表明对原作者研究的尊重。

Avoiding Plagiarism

不将他人的思想、研究成果或创作成果，未给予适当引用的情况下，作为自己的成果提交。

Authenticity and Accuracy of Data

确保使用的数据是真实、准确无误的，不捏造或篡改数据。

Being Ethical

尊重研究对象的权利，研究的手段，符合公序良俗，法律法规

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02

Citations and References

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Citing systems

- 引用格式众多，看清要求使用哪种体系，引用格式要**统一**，同一作品的引用格式应当是**一致的**
- 注意引用时信息的完整，**不要省略一些必要信息**
- 注意**不同类型的resource**应该如何引用（书本章节，期刊文章，电子书，在线报道，dvd等）
- 同一个引用体系还有**不同的版本**，请根据要求查看完整的guideline

Style	In-Text Citation	Reference List
Harvard	Lee and Kotler (2019) or (Lee and Kotler, 2019)	Lee, N. and Kotler, P., 2019. <i>Social Marketing: Behavior Change for Social Good</i> . London: SAGE Publications.
APA	Lee and Kotler (2019) or (Lee & Kotler, 2019)	Lee, N., & Kotler, P. (2019). <i>Social Marketing: Behavior Change for Social Good</i> . SAGE Publications.
MLA	Lee and Kotler ... (77) or (Lee and Kotler 77)	Lee, Nancy, and Philip Kotler. <i>Social Marketing: Behavior Change for Social Good</i> . SAGE Publications, 2019.

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Lipson, C. (2011). *Cite Right, second edition: A Quick Guide to Citation Styles--MLA, APA, Chicago, the Sciences, Professions, and More*. University of Chicago Press.



可以参考，但是要检查，万一有信息不足，格式不准确，需要改写，补足



[BOOK] Social media marketing

TL Tuten, [MR Solomon](#) - 2017 - [books.google.com](#)

This book is not available as a print inspection copy. To download an e-version click here or for more information contact your local sales representative.** Winner of the TAA 2017 Textbook Excellence Award***"Social Media Marketing deserves special kudos for its ...

☆ 77 Cited by 964 Related articles All 8 versions >>

Elements of strategic social media marketing

[R Felix](#), [PA Rauschnabel](#), [C Hinsch](#) - Jour

Social media marketing is an integral element of strategic marketing. This book provides a comprehensive literature on **social media marketing** research, including such as tactics for effective communication, social media marketing, and social media marketing.

☆ 77 Cited by 479 Related articles

[BOOK] Social media marketing: A strategic approach

[S Dahl](#) - 2018 - [books.google.com](#)

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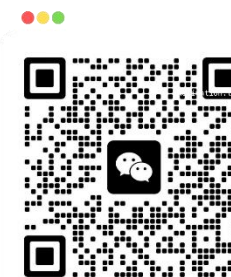
[HTML] Influence of social media on consumers' attitudes

[RG Duffett](#) - Young Consumers, 2017 - en

Cite	
MLA	Tuten, Tracy L., and Michael R. Solomon. <i>Social media marketing</i> . Sage, 2017.
APA	Tuten, T. L., & Solomon, M. R. (2017). <i>Social media marketing</i> . Sage.
Chicago	Tuten, Tracy L., and Michael R. Solomon. <i>Social media marketing</i> . Sage, 2017.
Harvard	Tuten, T.L. and Solomon, M.R., 2017. <i>Social media marketing</i> . Sage.
Vancouver	Tuten TL, Solomon MR. Social media marketing. Sage; 2017 Nov 20.

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Quotation

- 引述他人原始观点或数据，并不加以改动，使用引号把原文括起来

Definition and Framework

通常是经典的理论论述，注意，这里需要引用其最原始的出处

‘Consumption is the sole end and purpose of all production’
(Smith, 1776, p43) .

Laws and Regulations

直接引用具体的法条或标准条款是必须的，以确保准确性与权威性

The US Constitution has stated (1951, p1) that ‘All legislative powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.’

Formulas and Theorems

自然科学中，已经被广泛认定为“真理”的定理与公式，这里可以引用其再版或者讲解资料（描述性与公式表达）

Fibonacci found that ‘ $F(n) = F(n-1) + F(n-2)$ ($n \geq 2$, $n \in \mathbb{N}^*$)’ (Sigler, 2012).

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States, U. (1951). *The Constitution of the United States of America*.

Sigler, L. (2012). *Fibonacci's liber abaci: A Translation into Modern English of Leonardo Pisano's Book of Calculation*. Springer Science & Business Media.

Smith, A. (1776). *An inquiry into the nature and causes of the wealth of nations*. Chump Change



Indirect reference

- 对所原有文献的内容进行“转述”，主要手段为“概述”与“改写”

summary

written in your **own words**

shorter than the original text

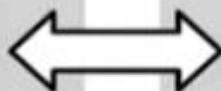
captures the **main points** only

paraphrase

written in your **own words**

similar length to the original text

captures the **same meaning** as the original



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Example

原文: By the early eighteenth century, high wages and cheap energy were both features of the British economy. Consequently, the mechanisation of industry through such inventions as the steam engine and mechanical spinning was profitable because employers were able to economise on labour by spending on coal. At that time, no other country had this particular combination of expensive labour and abundant fuel (Allen, 2011).

Summarising:

- 把握核心 (为什么机器在英国大范围使用)
- 抓取关键词 (时间, 地点, 要素)
- 取舍, 相似意思只保留一处 (high wages VS expensive labour; cheap energy VS abundant fuel)

In the early 18th century, the peculiar situation that Britain's high-cost labour and cheap energy catalysed industrial mechanisation, encouraging employers to favor coal over labour through innovations such as the steam engine for profit.

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Example

Paraphrasing :

- 通过使用同义词来改变词汇 (eighteenth century 改成 1700s; wages 改成 labour costs; no other 改成 the sole)

不要试图解释每个单词，因为有些单词没有真正的同义词，过度替换会造成意思扭曲

- 改变词性 (explanation (n.) 改成explain (v.) ; mechanical (adj.) 改成 mechanise(v.) ; profitable (adj.) 改成 profitability (n.))
- 灵活地根据意思改变语序

In the 1700s, the British economy was characterized by low-cost energy and elevated labour costs. This context explained the profitability of industry mechanisation via innovations such as the steam engine and mechanised spinning, as employers could save on employee expenses by investing in coal. During that period, Britain was the sole country that integrated with expensive workforce and plentiful energy resources.

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Operative Technology

Change the structure

对于同一资料的各个部分进行多次引用，尽量打破原有的顺序，不要让某一资料主导你的创作思路

Formal transformation

将原始资料的“视图”转化为描述性的文字
将原始资料的“视图”转化为其他形式的“视图”
将原始资料的文字转化为“视图”

Manage quantity and distribution

- 引用量要适中，避免大篇幅集中引用同一篇文献，如出现此种情况，检查引用的内容是否是这篇文献引用的他人的观点，以及类似的观点最近是否有更新。
- 引用的分布要按照写作的逻辑展开，安置在适当的地方，避免将所有引用堆砌在一起

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03

Structure and Style

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Soles, D. (2005). *The Academic Essay: How to Plan, Draft, Revise, and Write Essays*. Studymates Limited.

Wang, G. T., & Park, K. (2015). *Student research and report writing: From Topic Selection to the Complete Paper*. John Wiley & Sons.



Before starting an assignment

明确“核心依据”

Theory (Policies, regulations, formulas)

Empirical findings (Lab experiments,
social surveys, case studies)

Examples (Text, images, video, audio)

1

确定学术写作的类型

Essay: argumentative &
expository & descriptive &
reflective

Report: case study &
proposal & dissertation
选择对应的结构

2

制定大纲

理清内容: **Title & sub-title**

Timetable

Word count

3

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Overall structure

Essay

- **Introduction:** 提出主题和论点
- **Body Paragraphs:** 多个段落, 按照一定逻辑排布, 每个段落一个主题句, 有相应的支持细节, 论据, 证明或者是反驳

Vertical: Benifits 123 - Drawbacks 123-Discussion

Horizontal: Economics- Soical- Political- Discussion

- **Conclusion:** 总结论点, 重申论述内容的重要性或影响
- **Reference:** 包括已经在文中引用, 和参考到并未引用在文中的资料

Report

- **Abstract/Executive Summary:** 简要描述报告内容
- **Introduction:** 背景信息和研究范围, 目的
* (研究问题, 研究假设, 研究设计)
- **Methodology:** 描述研究方法和实际过程
- **Results:** 展示研究发现
- **Discussion:** 分析说明结果的含义, 可能性, 局限性
- **Conclusion:** 总结研究的意义, 提出建议和未来研究方向
- **Reference:** 包括已经在文中引用, 和参考到并未引用在文中的资料
- **Appendix:** 原始数据, 必要的补充资料, *相应说明

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Frame an argument

- **Topic Sentence:** 明确段落的中心思想
- **Support:** 提供事实、数据、引用等证据支持主题
- **Explanation:** 详细解释证据如何支持主题句
- **Connection:** 有逻辑地连接相关的论述/证明，保持段落连贯性（非必须）
- **Concluding Sentence:** 过渡到下一个段落或总结本段要点

The men and women who saw or met the royal family in the war regularly confronted a perceptual gap between their own close-up sighting of them and official projections. A private with the 1st Battalion of the Welsh Regiment on the Western Front, who saw George V coming down from the line in 1916, remembered how surprised he was to find that the king was just a 'little fellah with a beard' – an observation that registered the difference between seeing the king nearby and how he was imagined in his public and ceremonial roles.¹⁸ Moreover, in the early twentieth century, witnessed a significant shift towards the democratization of public reputations in Britain and across the Anglophone world, involving the partial displacement of older notions of charisma by more commodified public personalities driven by the media. soldiers and nurses who encountered the king and his family frequently registered a tension between traditional, prestigious images of royalty and those that were redolent with what journalists now defined as 'human interest' and even entertainment.¹⁹ Therefore, one consequence of the intimate exposure of royalty during the war was that some who saw or met the king and his family perceived them more horizontally and less vertically, in ways that paralleled other forms of popular modernism²⁰. It could be seen that one long-term effect of the loosening of traditional authority in the minds of some observers involved a partial desacralization of sovereignty, whereby royalty was brought closer to the lives of ordinary people in ways that intersected with developments in the popular media.

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Conjunction in Academic Writing

让步-可放句首

However, 弱转折, 和前文所讲不一样就可以用

Nevertheless/Nonetheless+句子A: 强转折, 无论前文说了什么, A才是核心观点

Although+从句A, 句子B: 尽管A, 但是B, 强调B
≈**Despite**≈**While**

让步-放在句中

A, but B: 表示A和B一样重要, 但是B更贴近“最终结论”

A, (even) though B: 主要强调A, B只是一个“限制性的补充因素”

EG: The use of mobile phones promoted communication between people, **though** face-to-face communication may be impaired as a result.

A, in spite of B: 主要强调A, B是一个“障碍”

EG: Profits have climbed, **in spite of** the recession.

比较-可放句首

Conversely, +句子A: A与前面提及的内容完全相反

EG: In the nineteenth century, the primary cause of infertility among women was physical illness.

Conversely, contemporary women predominantly opt for voluntary childlessness.

In contrast, 接句子A: 表达的是与前文相比较, 有所不同(不一定完全相反)

Compared with A, 句子B: 重点在B, 仅仅表示不同于A(没有否定A的意思)

比较-放在句中

A, while B: 表示A和B一样重要

A, whereas B: 主要强调B, A是参考系, A和B要么都是观点, 要么都是事实

EG: Test marks can be used as a measure of learning outcomes, **whereas** mastering skills is the goal of learning

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Conjunction in Academic Writing

递进/并列-可放句首

At the same time: 前面说讲的是严格的“并列”关系

In addition/additionally: 前面弱关联（既可以用于并列，也可以用于广度上的递进）

EG: Pets are friends of children in certain families.

In addition, domesticated animals could also participate in the work, such as police dogs

Furthermore/Moreover, 强关联的递进，多半用于深度上，层级上的纵向递进

递进/并列-放在句中

A, and B: 可表并列，可表递进

A, as well as B: 强调A，包括B=**in addition to**

EG: Portugal, **in addition to / as well as** the Netherlands began maritime trade

因果-可放句首

Therefore; As a result; Consequently: 这三个单词基本上可以互换，都表示从前文顺接下来的结果

PS: 坏结果一般使用**Consequently**

Because of+短语，句子A: A是结果

因果-放在句中

Thus : “所以”最正式说法

1, 句子A, and thus+句子 B: B是A的结果

EG: No decision had been made, **and thus** the situation remained unclear.

2, 句子A, thus V+ing 引导短语B: 以A的方式达成B

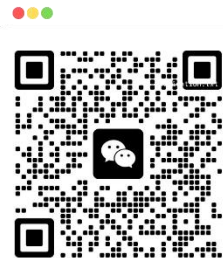
EG: The artist used mostly dark colours, **thus** reflecting the country's difficult history

句子A, because+句子B

句子A, so+句子B

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Sentence in Academic Writing

- **Avoid first and second person:** 使用被动语态或第三人称表述

使用 “The study found...” 或者 “..... was found” 代替 “I found...”

- **Use of Passive Voice:** 使用被动语态提升表达的客观性和突出重点

被动语态并不是简单的交换主语与宾语，比较：

Disabled people may rarely find work VS Disabled people are rarely employed

- **Avoid Slang and Idioms:** 保持语言的正式和学术性

The situation went all to pot × The situation spiraled out of control ✓

- **Rigorous language style:** 尽可能清晰，具体地表达

不建议：Some people think that skill training courses are good

建议：More than 90 percent of the respondents claim that rolling in skill training courses could improve their competitiveness in the job market

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Lexical style

Use Precise Vocabulary: 使用具体且明确的词汇，避免泛化，模糊不清或者过于绝对的词语

- **部分含义较为丰富的使役动词【take, have, make, get】**

1-部分与名词的固定搭配中可以使用：take a example; make a decision; make a purchase

2-除此以外，**要降低使用频次，最好使用更准确的动词**（have作为语法构成不受此影响）

EG: This helped them to **get into** higher education

改写: This **enhanced** their chances of **accessing** higher education

- **模糊词汇**

1-Things/stuff 等说辞太过模糊

视情况改写: factors, elements, situations, trivialities, products, contents

2-缺乏标准或者依据的“定量表达”禁止使用

禁止使用: “a little” “A lot of” “and so on” 、 “etc.”

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Lexical style

3-Good/bad:

- 可以修饰行为/道德: good/bad behaviour; ~ morals
- 其他情况不建议使用

Be good (for) 改写: Play a beneficial role/ be conducive to /encourage

Be bad (for) 改写: be detrimental to/hinder/harm

- better和worse的情况需要用描述代替:

get better: improve/enhance/be stronger.....than

get worse: diminish/reduce/ escalate negatively

• 绝对化表达

Always → **often**; Never → **rarely**; Everyone → **the majority of/normal.....**

must → **be supposed to (应该) /may (大概率会发生)/ can (具备发生的能力)**

PS: 公式, 公理 (原文), 法律法规 (原文) 可以使用

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Useful tips

Sequential words

Firstly secondly finally—
类的序列词连用，一般用
于较长的文章

Reduce duplication

不要总是重复相同的单词
或词组，可以适当用同义
词，或者不同的表达

Use subheadings

将长文内容结构化，每个小
标题下的内容围绕同一中心
展开，促进文章逻辑清晰

On the other hand

对比性质的强转折，同一个大概概念/整体之
下，不同情况的对比，或不同角度的对比。
不必与on the one hand 连用。

'The outside leaves are bitter and
sour with hints of grass. on the other
hand, the heart is white and sweet.'
(Stanko, 1990, p 42)

Avoid abbreviations

语法结构上的缩写是不允许的，比如 *it' s*需
要写成 *it is*，从句引导词不能省略；大部分
单词缩写是不允许的，*exam*需要写成
examination；专业单词的缩写需要在第一
次出现时写出完整的，后用括号备注缩写，
后文表示完全相同含义时可用，比如
National Health Service (NHS)

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目标期刊匹配分析

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研究创新性评估
探究系统性评估
论述严谨性评估

核心指标评估

期刊信息
期刊排序
利弊分析
同行文章



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