What style of writing is preferred in the Business School?
In your courses in the Business School you are required to write many different types of assignments. Each different assignment type has its own preferred structure. In some cases you are asked to imagine you are writing a report for a client, or for a senior manager, or sometimes for the public at large. The style of English you use will depend on the purpose of the assignment, the preferred structure for that assignment type and the audience for whom it is intended. Occasionally you will be required to write in an informal style for the public or in a journalistic style. Sometimes you will be required to write in a professional style, but most often you will be required to write in an academic style.

What is academic style?
Academic style is the style of writing that you should use when you are writing primarily for your lecturer. There is some disagreement over details regarding what is accepted as academic style. If you are also studying courses in the Faculty of Arts and Social Sciences or in the Faculty of Science you may find that there are some differences regarding what is considered academic style. You may even find that lecturers differ from each other. Some lecturers may ask for greater use of the passive voice and some ask you to make greater use of the active voice. In spite of this, it is safe to make some generalisations about academic style that are valid in most contexts.

What is the cultural context of academic writing?

Academic writing is produced in a context that values:
- analytical skills
- independent thinking
- critical disposition
- an orientation towards ideas
- an ability to rise above the personal and the communal.

What expectations do lecturers have of student writers?

In their writing students are expected to:
- show understanding of the topic
- explore issues in the field of study
- identify their position in relation to the issues
- use evidence effectively
- display critical and analytical skills
- present a logically persuasive argument supporting their position
- identify the relevance of their argument