



TRINITY COLLEGE FOR WOMEN NAMAKKAL

Department of English

ENGLISH FOR SPECIFIC PURPOSE

21PENE01- ODD Semester

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Literature Review

What is a review of the literature?

A literature review is an account of what has been published on a topic by accredited scholars and researchers. Occasionally you will be asked to write one as a separate assignment (sometimes in the form of an **annotated bibliography**—see the bottom of the next page), but more often it is part of the introduction to an essay, research report, or thesis. In writing the literature review, your purpose is to convey to your reader what knowledge and ideas have been established on a topic, and what their strengths and weaknesses are. As a piece of writing, the literature review must be defined by a guiding concept (e.g., your research objective, the problem or issue you are discussing, or your argumentative thesis). It is not just a descriptive list of the material available, or a set of summaries.

Besides enlarging your knowledge about the topic, writing a literature review lets you gain and demonstrate skills in two areas:

- **information seeking:** the ability to scan the literature efficiently, using manual or computerized methods, to identify a set of useful articles and books
- **critical appraisal:** the ability to apply principles of analysis to identify unbiased and valid studies.

A literature review must do these things

1. be organized around and related directly to the thesis or research question you are developing
2. synthesize results into a summary of what is and is not known
3. identify areas of controversy in the literature
4. formulate questions that need further research

Thesis and Dissertations

What is a Dissertation?

When you enter a doctoral program to earn a PhD, you will learn a lot about how to conduct your own research. At the culmination of your degree program, you'll produce a dissertation.

A dissertation is a lengthy piece of written work that includes original research or expanded research on a new or existing topic. As the doctoral student, you get to choose what you want to explore and write about within your field of study.

What is a Thesis?

A thesis is also a scholarly piece of writing, but it is for those who are graduating from a master's program. A thesis allows students to showcase their knowledge and expertise within the subject matter they have been studying.

Main Differences Between a Thesis vs. Dissertation

The biggest difference between a thesis and a dissertation is that a thesis is based on existing research. On the other hand, a dissertation will more than likely require the doctoral student to conduct their own research and then perform analysis. The other big difference is that a thesis is for master's students and the dissertation is for PhD students.

Structural Differences Between a Thesis and a Dissertation

Structurally, the two pieces of written analysis have many differences.

- A thesis is at least 100 pages in length
- A dissertation is 2-3x that in length
- A thesis expands upon and analyses existing research
- A dissertation's content is mostly attributed to the student as the author

Research Content and Oral Presentation

Once completed, some programs require students to orally present their thesis and dissertation to a panel of faculty members. Typically, a dissertation oral presentation can take several hours. On the other hand, a thesis only takes about an hour to present and answer questions.

Similarities:

Each is considered a final project and required to graduate

Both require immense understanding of the material

Written skills are key to complete both

Neither can be plagiarized

Both are used to defend an argument

Both require analytical skills

You will have to draft, rewrite, and edit both pieces of writing

For both, it is useful to have another person look over before submission

Both papers are given deadlines

Differences:

- A dissertation is longer than a thesis
- A dissertation requires new research
- A dissertation requires a hypothesis that is then proven
- A thesis chooses a stance on an existing idea and defends it with analysis
- A dissertation has a longer oral presentation component

Research proposals

Your research proposal is an important part of the application process. It summarises the question you want to answer through your research. It demonstrates your knowledge of the subject area and shows the methods you want to use to complete your research.

We use research proposals to match you with your supervisor or supervisor team. You can contact one of our Research Leads or an academic whose work you are interested in to discuss your proposal. If you are interested in the work of a specific academic at York St John University you should mention this in your proposal.

When writing your proposal it is important to:

- Highlight its originality or significance
- Explain how it develops or challenges existing knowledge of your subject
- Identify the importance of your proposed research
- Demonstrate why you are the correct person to undertake this research project
- It should be 2,000–3,500 words (4-7 pages) long.

What should be included in my research proposal?

Your proposal should include the following:

1. TITLE

- Your title should give a clear indication of your proposed research approach or key question.

2. BACKGROUND AND RATIONALE

You should include:

- the background and issues of your proposed research
- identify your discipline
- a short literature review
- a summary of key debates and developments in the field

3. RESEARCH QUESTION(S)

You should formulate these clearly, giving an explanation as to what problems and issues are to be explored and why they are worth exploring.

4. RESEARCH METHODOLOGY

You should provide an outline of:

- the theoretical resources to be drawn on
- the research approach (theoretical framework)
- the research methods appropriate for the proposed research
- a discussion of advantages as well as limits of particular approaches and methods

5. PLAN OF WORK & TIME SCHEDULE

You should include an outline of the various stages and corresponding time lines for developing and implementing the research, including writing up your thesis.

For **full-time study** your research should be completed within three years, with writing up completed in the fourth year of registration.

For **part-time study** your research should be completed within six years, with writing up completed by the eighth year.

6. BIBLIOGRAPHY

You should include:

a list of references to key articles and texts discussed within your research proposal

a selection of sources appropriate to the proposed research

What Is Content Writing?

- Content writing refers to professional writing created for an online audience to fulfill specific marketing objectives. Marketers and business owners publish content, also known as copy, online for many reasons. They may be looking to increase the traffic to their website or to inform their customers about a new product or service.
- But above all, their main goal is to reach a target audience that is most receptive to their well-crafted messages.
- Business professionals often hire content writers to produce these high-quality messages in the form of sales copy, blog posts, articles, and social media posts.
- These writers must understand who the audience is to write successful copy. Part of the content creation process involves meeting with clients and project leaders to ensure that the overall tone of the content is consistent with the company's website and brand image.

What Does a Content Writer Do?

To put it plainly, content writers specialize in writing online content. Some writers are skilled in a wide range of writing styles and topics, while others specialize in writing for a niche topic. Content writers are everywhere—employed by private companies, government organizations and by themselves on a contract basis as freelancers.

What Skills Do Content Writers Need?

Every profession requires a specific set of skills that makes people successful in their industry. No matter the specialty, all content writers should possess the following:

- Excellent grammar and style
- Thorough researching methods
- Ability to write quickly and meet deadlines
- Knowledge of various tones and structures
- Expertise in a particular field or industry
- Creativity that fuels engaging content
- Unwavering focus
- Proficient communication
- Great editing skills
- Solid understanding of SEO
- Knowledge of keyword research
- Ability to understand audiences and write for them
- Social media know-how

THANK YOU

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