

I- Academic English

Academic English is a formal style of writing used in universities and research. It aims to present information clearly, accurately, and objectively.

Main Features of Academic Writing:

- **Formality:** Avoid contractions, slang, and vague words.
- **Objectivity:** Focus on facts and evidence instead of personal opinions or emotions.
- **Precision and Clarity:** Use specific information and cautious language when necessary.
- Here is a clearer and more organized version:

• Comparing General vs. Academic English

Feature	General / Casual English	Academic English
Vocabulary	“The researchers found out...”	“The researchers discovered...”
Grammar	“I don’t think the plan works.”	“The plan appears to be ineffective.”
Structure	Loose, conversational sentences	Structured, logical, and cohesive writing
Punctuation	Frequent use of exclamation marks	Primarily uses periods and commas

II- Research Problem

The research problem is a gap or issue that the researcher aims to study and solve, and it forms the basis of the research.

Identifying the problem:

- **Gap:** What is still unknown?
- **Conflict:** Are there contradictory findings or theories?
- **Problem statement:** A clear and concise description of the issue.

Research Objectives

They state what the study aims to achieve.

- **Primary:** Investigate factors affecting green marketing adoption.
- **Secondary:** Examine relationships, identify barriers, evaluate policies.

Hypotheses

A hypothesis is a testable prediction about the relationship between variables, usually stated as a null hypothesis (H_0) and an alternative hypothesis (H_1).

- **Correlation:** X is positively related to Y.
- **Causality:** X affects Y.
- **Significance:** X has a significant impact on Y.

III- The Literature Review

A literature review is a critical analysis of existing research on a topic, not just a summary. It identifies trends, debates, and research gaps.

Structure:

- **Introduction:** Present the topic
- **Body:** Group studies by themes
- **Gap:** Identify missing or conflicting research
- **Conclusion:** Show how your study fills the gap

Key Skills:

- **Summarizing:** Present main ideas briefly in your own words
- **Paraphrasing:** Rewrite ideas using different words and structure
- **Synthesizing:** Combine and compare multiple sources

IV-Methodology

The methodology explains how the research was conducted to ensure replicability. It is usually written in the past tense and uses passive voice.

Research Design:

- Qualitative: Focuses on meanings and words
- Quantitative: Focuses on numbers and statistics
- Mixed-methods: Combines both

Sample:

- Population: Entire group studied
- Sample: Selected participants
- Sampling: Random, purposive, or convenience

Data Collection:

- Surveys: Distributed or administered
- Interviews: Conducted and recorded
- Secondary data: Retrieved and analyzed

V- Results Section

The results section presents the findings of the study without interpretation.

Key Principles:

- **Objectivity:** Report data as it is

- **Clarity:** Use tables and figures to present data
- **Tense:** Past tense for findings, present tense for tables/figures

VI- The Discussion Section

The discussion section explains the meaning of the results and links them to theory.

Structure:

- **Summary:** Restate key findings briefly
- **Interpretation:** Explain why results occurred
- **Comparison:** Relate findings to previous studies
- **Implications:** Show the significance of results
- **Limitations:** Mention study weaknesses

VII- Conclusion & Recommendations

The conclusion summarizes the study, highlights its contribution, and provides final insights.

1. Purpose of the Conclusion:

- Summarizes main findings
- Shows contribution to the field
- Gives recommendations
- Suggests future research

2. Summary of Findings:

- “This study has shown that...”
- “The evidence indicates that...”
- “The research addressed...”

3. Recommendations:

- **Policymakers:** should implement supportive policies
- **Managers:** should improve training or strategies
- **Institutions:** should simplify or enhance processes

4. Limitations & Future Research:

- **Limitations:** small sample, time constraints, limited scope
- **Future research:** explore other contexts, use larger samples, or longitudinal studies