

# STUDY SKILLS SNAKE OIL OR THE GENUINE ARTICLE?



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## Dubious claims!

- ❖ Reassuring
- ❖ Bite-size
- ❖ Simple
- ❖ Authoritative
- ❖ Generic
- ❖ Clear



**“Your writing SHOULD always be CLEAR”**  
*But it's clear to me! Why is it not clear to you?*

**“Make sure you have a STRONG argument”**  
*What makes an argument 'strong'?*

**“Each paragraph MUST only have one POINT”**  
*Isn't the whole essay just one big point?*

**“Your structure SHOULD flow LOGICALLY”**  
*I know, but I don't know how to make that happen*

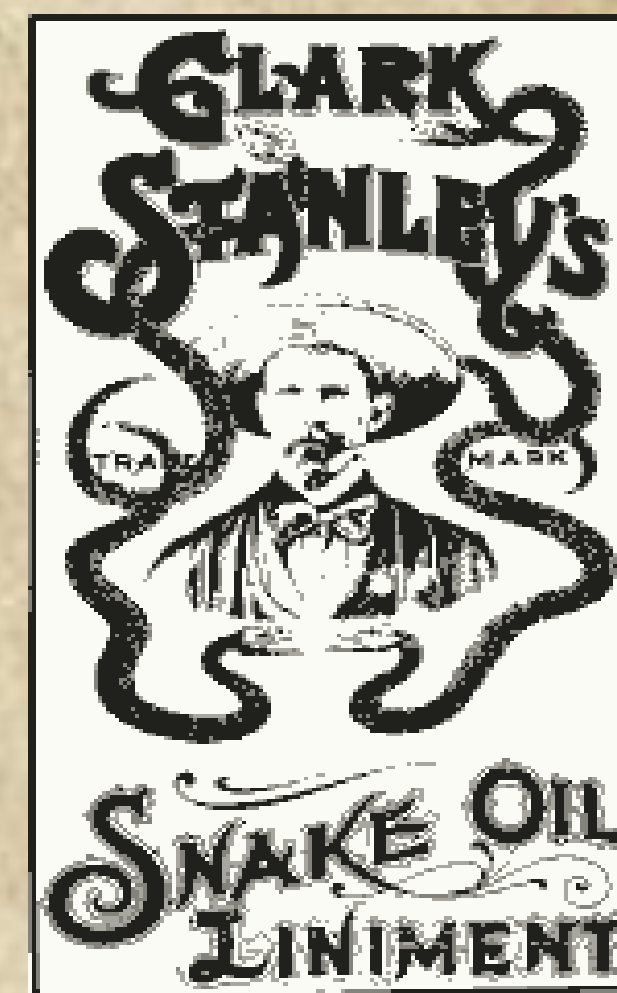
**“Ten SIMPLE steps to writing a dissertation”**  
*That isn't working out for me- am I doing it wrong?*

**“NEVER include any UNNECESSARY material”**  
*How do you tell what's unnecessary?*

**“To avoid plagiarism, JUST add a reference!”**  
*But I don't understand - it seems more complicated*

## Pernicious effects!

- ❖ Disempowering
- ❖ Meaningless
- ❖ Simplistic
- ❖ Undermining
- ❖ Reductive
- ❖ Deceptive



## DOC WEBSTER'S PATENTED\* ACADEMIC REMEDY

### REALISTIC, NUANCED, PRACTICAL

Guaranteed no vague adjectives, idealistic imperatives or dubious absolutes!

All our advice is prepared with our four potent ingredients, distilled from  
**100% pure Academic Literacies:**

- ❖ **What does it mean?** We'll help you understand what this advice means, in real terms in your subject, at your level of study, and acknowledge that it can be complex
- ❖ **How do I do it?** We'll offer you concrete strategies to try out and examples to analyse, so you can put it into practice
- ❖ **How can I make it work for me?** We'll suggest a range of possible approaches, pros and cons to help make your own decisions, and ways to adapt advice to suit you
- ❖ **How do I know I've achieved it?** We'll provide editing techniques to help you check your own work and reflect on your practice with confidence

