

# Nasveti za pisanje

## **Povzetek**

Nekaj nasvetov za pisanje člankov povzetih iz spletne strani akademskega založnika Emerald [1]. Na spletni strani so nasveti še ilustrirani s številnimi primeri.

## **1 Povzetek**

### **1.1 Kaj je povzetek?**

An abstract is a succinct summary of a longer piece of work, usually academic in nature, which is published in isolation from the main text and should therefore stand on its own and be understandable without reference to the longer piece. It should report the latter's essential facts, and should not exaggerate or contain material that is not there.

Its purpose is to act as a reference tool (for example in a library abstracting service), enabling the reader to decide whether or not to read the full text.

Two common reasons for writing an abstract are:

1. to summarize a longer piece of work published as a journal article, thesis, book or web page, an existing article for the purposes of a journal,
2. or to submit an application to write a paper for a conference.

### **1.2 Kako se lotimo pisanja povzetka?**

Start by writing a statement of the paper's purpose, which should be as succinct as possible. If you include background keep this to a minimum and only include such information as to provide a context.

Summarize the paper, reporting its main facts. Remember the following points:

1. Follow the chronology of the paper and use its headings as guidelines.
2. Do not include unnecessary detail, as in the first example in "How not to write an abstract".
3. You are writing for an audience "in the know" you can use the technical language of your discipline or profession, providing you communicate your meaning clearly, and bear in mind that you are writing to an international audience.

4. Make sure that what you write "flows" properly, that there are "connecting words" (e.g. consequently, moreover, for example, the benefits of this study, as a result, etc.) and/or the points you make are not disjointed but follow on from one another.
5. Use the active rather than the passive voice, e.g. "The study tested" rather than "It was tested in this study".
6. The style of writing should be dense, and sentences will probably be longer than usual.

You should by now have a draft, which will probably be too long. Here are some points to remember in cutting:

- cut out any unnecessary words that do not add to the meaning, but make sure that the abstract is not so "cut" as to be unreadable; use full sentences, direct and indirect articles, connecting words, etc. An abstract should use continuous prose, not notes.
- Read through your draft, making sure that it covers the main points listed above, and that there are no grammatical, spelling or typographical errors, also that it "flows" properly.
- If possible, get a colleague to read through your abstract as a form of "peer review".

If you have difficulty with the general purpose statement or with summarizing your article, it may be because the article's general concept is not that clear, or perhaps your research design or approach needs revisiting.

### 1.3 Kaj naj bo v povzetku?

Abstracts should contain no more than 250 words. Write concisely and clearly. The abstract should reflect only what appears in the original paper.

**Purpose** What are the reason(s) for writing the paper or the aims of the research?

**Design/methodology/approach** How are the objectives achieved? Include the main method(s) used for the research. What is the approach to the topic and what is the theoretical or subject scope of the paper?

**Findings** What was found in the course of the work? This will refer to analysis, discussion, or results. Research limitations/implications (if applicable) If research is reported on in the paper this section must be completed and should include suggestions for future research and any identified limitations in the research process.

**Practical implications (if applicable)** What outcomes and implications for practice, applications and consequences are identified? How will the research impact upon the business or enterprise? What changes to practice should be made as a result of this research? What is the commercial or economic impact? Not all papers will have practical implications.

**Social implications (if applicable)** What will be the impact on society of this research? How will it influence public attitudes? How will it influence (corporate) social responsibility or environmental issues? How could it inform public or industry policy? How might it affect quality of life? Not all papers will have social implications.

**Originality/value** What is new in the paper? State the value of the paper and to whom.

## 1.4 Ključne besede

Using keywords is a vital part of abstract writing, because of the practice of retrieving information electronically: keywords act as the search term. Use keywords that are specific, and that reflect what is essential about the paper. Put yourself in the position of someone researching in your field: what would you look for? Consider also whether you can use any of the current "buzzwords".

## 2 Kaj je namen vašega članka?

One of the most common faults of research papers is that they fail to communicate a sense of purpose, and how they extend the boundaries of knowledge. The most important thing that a writer can do when thinking about writing is to write a purpose statement, covering:

- What is the significance of the paper?
- Why is it important and original?
- Who will be interested, who is the intended audience?
- What next: what are the implications for practice, what are the further research questions?

The purpose statement belongs close to the start of the article, but should also be central to the article's composition. It will help you develop the article's structure, and provide a focus as you weave in salient facts and discard others. All subsequent points should be related to the development of this purpose statement.

### 2.1 Dispozicija

Sometimes, you may wish to write a paper which develops a particular thesis, in which case your statement of purpose will be more a "thesis statement" one that does not merely state coverage but which also sets out an argument.

A thesis statement should be precise, and focussed enough for all related points to be considered in the article. As with a purpose statement, it should be kept in mind at all points during the writing of the article, and may well change as the writing progresses.

In many cases, a series of hypothesis statements will be developed, perhaps as a result of a literature review.

### **3 Uvod**

The purpose statement sits within the introduction: what else should of the introduction contain? The latter's purpose is not merely to set out the paper's main aims, but also to provide context: why the topic is important and what it contributes to the body of knowledge, background to the research, what the structure of the paper will be, what made you decide to research this topic/write the article?

#### **3.1 Kako dolg naj bo uvod?**

Opinions vary over this—some say 500–700 words, others two pages. All in all, the introduction should be long enough to develop the purpose statement and set out the background to the topic, but should not overwhelm, or be out of proportion to, the rest of the paper.

#### **3.2 Kdaj naj napišemo uvod?**

There is a school of thought which says that the introduction should be written last, along with the conclusion. However, the purpose statement should be the kernel of the work and should be written first, and it is also useful to set out the context of the article. It is probably wise to write the introduction first, because the introduction sets out your stall, as it were, and then revisit it as you write.

### **4 Kako strukturiramo članek?**

One of the most difficult aspects of writing anything is the organization of material, and research papers are no exception. This section presents some very general tips on creating a structure.

Organization can be represented as a flow chart of processes which consider a series of ever decreasing perspectives on the article:

- What is the article's purpose?
- What are the main ideas?
- How can these ideas be grouped?
- How can the main sections be broken up with subheadings?
- Are there any smooth transitions between paragraphs?

The article's purpose was considered in the previous section. It should always be the cornerstone of the article and should be borne in mind at all points to prevent aimlessness.

## 4.1 Katere so glavne ideje?

Brainstorm the main ideas relevant to your article. Draw a mind map to illustrate these ideas and how are they connected. Include within this ideas from the literature, which may be background material or which may also be used to develop hypotheses.

Having done this, look at the main themes that emerge in your notes and group them into major sections. You could try using some organizational device such as mind maps, colour coding your notes, or index cards. The following questions may be important:

- Why is the topic significant?
- What background material is relevant?
- How is it relevant to my thesis/purpose statement?
- Which are the more important points?

## 4.2 Kako lahko te ideje grupiramo?

It is a good idea to create an outline of your paper before you start generating the text, so that you have a blueprint. This could be a very rough draft or it could be a series of notes on index cards. Either way, you should by this stage have the main headings, and the main topics within the headings, so that you know where your article is going.

Writing a paper is like stringing pearls to make a necklace. There is an optimum order for these pearls to form a paper, and some pearls are better left out.

There are a number of ways of organizing your material:

**Question-Answer** When you generate a question in writing, the reader will expect you to answer the question soon.

**Problem-Solution** If you present a problem the reader will expect a solution or an explanation of why no solution is forthcoming.

**Cause-Effect, Effect-Cause** Whether you have mentioned a cause first or an effect first, once you have mentioned one, the reader will surely expect you to mention the other.

**General-Specific** When you make a general statement, the reader will expect to be supplied with specifics, which clarify, qualify or explain the general statement.

In practice you will see a number of different structures, for example:

- describing the development of a research project, from literature background to methodology to findings and discussion
- chronological, describing developments over a period of time
- developing a number of hypotheses, and using these to develop a thematic structure for the article.

Whatever your method of organization, it needs to be logical and appropriate to your material.

### **4.3 Kako razdelimo poglavja na podpoglavja?**

By this stage you will know what your main sections are; the next task is to structure your material within the major sections. Here, the task is basically very similar to organizing material into main headings: select, and group, the main ideas within the sections. You will probably want to organize material into subheadings within the main sections: subheadings help you develop the logical flow of your material, and also act as sign posts to your reader.

### **4.4 Ali so prehodi med odstavki dovolj gladki?**

Lastly, check that within sections there is a smooth flow of ideas. If the purpose statement is the foundation of the article, its paragraphs are the bricks that make its construction sound. Paragraphs should also develop and flow from one another, without too many awkward breaks in the sense, or non sequiturs with abrupt changes in topic without explanation.

## **5 Kako strukturiramo glavni del članka?**

The body of the paper is where you recount the interesting facts of the research, after you have set the scene and before you sum up the latter's implications. We propose the following logical order for a research article:

1. Introduction
2. Survey of prior research
3. Research design
4. Results of the research
5. Analysis
6. Summary and conclusions
7. Appendices (if necessary)

### **5.1 Pregled literature**

It is important to remember that an article is not the same as a dissertation: you should not cite all possible references on the topic but only those that are relevant to your research or approach. The literature review is not exhaustive; it is part of the setting of context. Bear in mind the following:

- Quote those papers from which your own research follows.
- Make it clear what the position was prior to your own paper, and how your paper changes it.
- Make sure that the papers you cite are relatively recent.
- Cite only your own articles in so far as they are directly relevant to your research/approach.
- Cite papers of potential referees, explaining the significance of the work to your own analysis.
- Once you have decided which articles are really important, create a “package” and have the articles to hand as you write.
- A common approach is to use the literature to develop a series of hypotheses, which are in turn used to develop a new framework or as a determiner of the research objective.

## 5.2 Raziskovalna metodologija/pristop

If you have done empirical research, you need to state your methodology clearly and under a separate heading. The methodology should:

- indicate the main methods used
- demonstrate that the methodology was robust, and appropriate to the objectives.

Focus on telling the main story, stating the main stages of your research, the methods used, the influences that determined your approach, why you chose particular samples, etc. Additional detail can be given in Appendices.

In the case of a theoretical paper, where you are not actually reporting on research which you did, but perhaps putting together other people’s research and developing it into a hypothesis or framework, you will still need some sort of section on methodology which details the criteria you used in selecting your material. Alternatively, you will need to show how researches in literature lead you to derive new conclusions.

## 5.3 Rezultati

As with the methodology, focus on the essentials, the main facts and those with wider significance, rather than giving great detail on every statistic in your results. Again, tell the main story: what are the really significant facts that emerge? Your section on results may well include one on discussion of the significance of the findings.

## 5.4 Dodatki

The purpose of an appendix is to contain material which is important to give a full understanding of the topic of the paper, but which is too cumbersome to be given in the text; to do so would disrupt the reader's train of thought. If material is relatively short, it can be integrated into the text. If in doubt, study examples from the journal you are hoping to publish in.

## 6 Kako napisati zaključek?

The conclusion should summarize the main state of play at point of writing and look forward to the future. Here are some do's and don'ts:

### Do:

- summarize and conclude, restating the main argument, and presenting key conclusions and recommendations
- state how your findings/new framework, etc. apply to the world of practice
- state what are the implications for further research
- say to what extent your original questions have been answered
- state the limitations of your research.

### Don't:

- start a new topic or introduce new material
- repeat the introduction
- make obvious statements
- contradict anything you said earlier.

## Literatura

[1] <http://www.emeraldinsight.com/authors/index.htm>