

Mangala FONSEKA and Athula MANAWADUGE. *A Guide to Academic Writing and Research Reports*. Nugegoda: University of Sri Jayewardenepura, Department of Accounting, Faculty of Management Studies and Commerce, 2019, pp. 141. ISBN: 978-624-95063-0-5

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The two sections to the book titled *A Guide to Academic Writing and Research Reports* include “Basics of Academic Writing”, and the second part, “Research Report Writing”. Part one contains chapters one to seven. The first chapter begins with a question: What is academic writing? To respond to that question, the authors of this book first defined the term academia. They define the term “academic” as “objective investigation of phenomena.” It is concerned with the development, comprehension, and processing of learning and the construction of knowledge and education. The STF model is a crucial model that is covered in chapter one. STF refers to a paramilitary force in Sri Lanka known as the Special Task Force. In this book, STF stands for ‘Start, Text, and Finish in academic writing.’ An enticing start (S), a well-organized text/body (T) that is full of information, and a fine-tuned end builds a well-developed essay (F).

The drafting of paragraphs is the subject of the second chapter. The paragraph is the fundamental unit of academic writing. The STF model should also be followed in the paragraph. The subject sentence is the first sentence, and it should be an attention-getting remark. The supporting sentence in the text. Finish is the last sentence of the paragraph, and it summarizes it. Chapter three is titled “Writing an Academic Essay.” The academic essay serves as a model for all types of academic writing. According to the writers, the STF model is also the cornerstone of an academic essay.

The writing style is discussed in chapter four.. The “tone” of academic work and its “flavour” is determined by the writing style. Readers can recognize the “tone” or “flavour” of Enid Blyton’s or Sri Lankan novelist Martin Wickramasinghe’s work the instant we read an anonymous paragraph written by them. This book emphasized the significance of eliminating jargon and improving the fluidity and clarity of speech.

The use of language is the subject of chapter five. The significance of prepositions and conjunctions is discussed in detail. It is necessary to employ full stops and commas as punctuation marks and exclamation marks, semi-colons, inverted commas, dashes, hyphens, apostrophes, and colons to become a skilled writer. Then it shone a light on an academic piece of work that was clear, fluid, and energetic. The sixth chapter is titled “Further features of academic writing”. Short articles, theoretical papers, empirical papers, and case narrations/case studies are all covered in this chapter. This chapter also

discusses how to improve your vocabulary by utilizing formal terminology. Appendix 1 is a list of casual and informal terms. This opens the path for the writing “tone” to be established. ‘Academic Writing as a Journey’ is the title of Chapter 7, the final chapter of Part 1. In academic writing, the “thinking process” is crucial. The authors of this book discuss a Chinese custom of creating sketches of budding bamboo shoots with leaves. After a long period of contemplation, the painters create fantastic art pieces. They spend hours upon hours in a location where bamboo shoots, the topic of their expression, are plentiful. Artists sit and stroll around in this setting, often for days, in profound concentration with the easel and paints until they are inspired. Furthermore, they paint in a trance condition and finish the task in a matter of seconds. The authors of this book make an interesting connection between this phenomenon and the academic journey, which begins with a fully engaged in the puzzled intellectual mind and ends with an excellent academic piece of work.

This book’s second section extends from chapter 8 to chapter 13. “Management Research – An Overview” is the title of chapter eighth. This chapter delves deeper into the differences between quantitative and qualitative research, the importance of theory in research, such as inductive and deductive reasoning, and research philosophy, such as ontological and epistemological orientation. A research gap is an issue, a research space, and a place to look for answers. Several research gaps were discovered by Miles (2017), including the knowledge gap, practical knowledge gap, evidence gap, population gap, theoretical gap, and empirical gap.<sup>1</sup> However, the book’s two writers might have gone the additional mile and addressed research limitations while providing more insights to readers, particularly by highlighting research flaws and how they relate to the study’s relevance.

“Referencing” is the title of chapter nine. This chapter includes a comprehensive guide to in-text citations as well as a reference list based on the Harvard Referencing style. The “research proposal” is discussed in Chapter 10. This gives a research student a good understanding of the abstract, introduction, study background, problem statement, research questions, research objectives, important terminology, and study limitations. This chapter also covers the literature review, which is included in the study proposal, research methodology, and research design sections. In 2007, Saunders clearly distinguished research technique and research methodology.<sup>2</sup> This is an area where many pupils are perplexed. The two authors of this book may have discussed the technique and methodology in greater depth. Then it put additional insight into this fantastic research book. Sekaran (2003) discusses six components of research design when it

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<sup>1</sup> D. Anthony Miles, “A Taxonomy of Research Gaps: Identifying and Defining the Seven Research Gaps,” in: *Doctoral Student Workshop: Finding Research Gaps-Research Methods and Strategies* (Dallas, Texas, 2017).

<sup>2</sup> Mark N. Saunders, Philip Lewis, and Adrian Thornhill, *Research Methods for Business Students* (Pearson Education Limited, India, 2007).

comes to “research design.”<sup>3</sup> The purpose of the study, the type of investigation, the extent of the researcher’s interference with the study, the study setting, the unit of analysis, and the time horizon are all to be considered.

The structures that may be employed while drafting research reports in both positivistic and non-positivistic approaches were discussed in chapter eleven. To put it another way, quantitative and qualitative research. The authors’ perspective on formatting is like “icing on the cake.” It is the finest explanation for formatting requirements, which assist in giving a scholarly paper a professional appearance. The formatting requirements are discussed in chapter twelve. The last chapter of the thirteenth chapter, titled “Research Administration Department of Accounting,” is the last. The emphasis in this chapter was on young scholars continuing to be interested in research even after completing their degree programs. This book also has appendices that provide further research information.

Scholars of all levels, including undergraduate, postgraduate, and doctorate students, should read this work.

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Nathan JURGENSON. *Fotka. O zdjęciach i mediach społecznościowych*. Przekład Łukasz Zaremba. Kraków: Wydawnictwo Karakter, 2021, ss. 176. ISBN 978-83-64177-97-2

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Szacuje się, że w 2021 roku opublikowano 1,5 biliona zdjęć. Z mediów społecznościowych korzysta obecnie 48% populacji światowej<sup>4</sup>. Nie dziwi zatem fakt, że coraz większa liczba badaczy poświęca im swoją uwagę. Zdjęcia w mediach społecznościowych stają się bibliotekami wspomnień, ale też narzędziami do kreowania tożsamości i wizerunku. Jest ich coraz więcej i obecnie dominują one nad zdjęciami artystycznymi, reportażowymi czy dokumentacyjnymi. Należy je jednak badać w inny sposób, niż dotychczas traktowano fotografię.

Recenzowana książka Nathana Jurgensona pt. *Fotka. O zdjęciach i mediach społecznościowych* ukazała się w polskim przekładzie jesienią 2021 roku (oryginał opubliko-

<sup>3</sup> Uma Sekaran, *Research Methods for Business: A Skill-Building Approach* (New York: John Wiley & Sons, 2003).

<sup>4</sup> [www.interaktywnie.com](http://www.interaktywnie.com), dostęp 12.03.2022.