

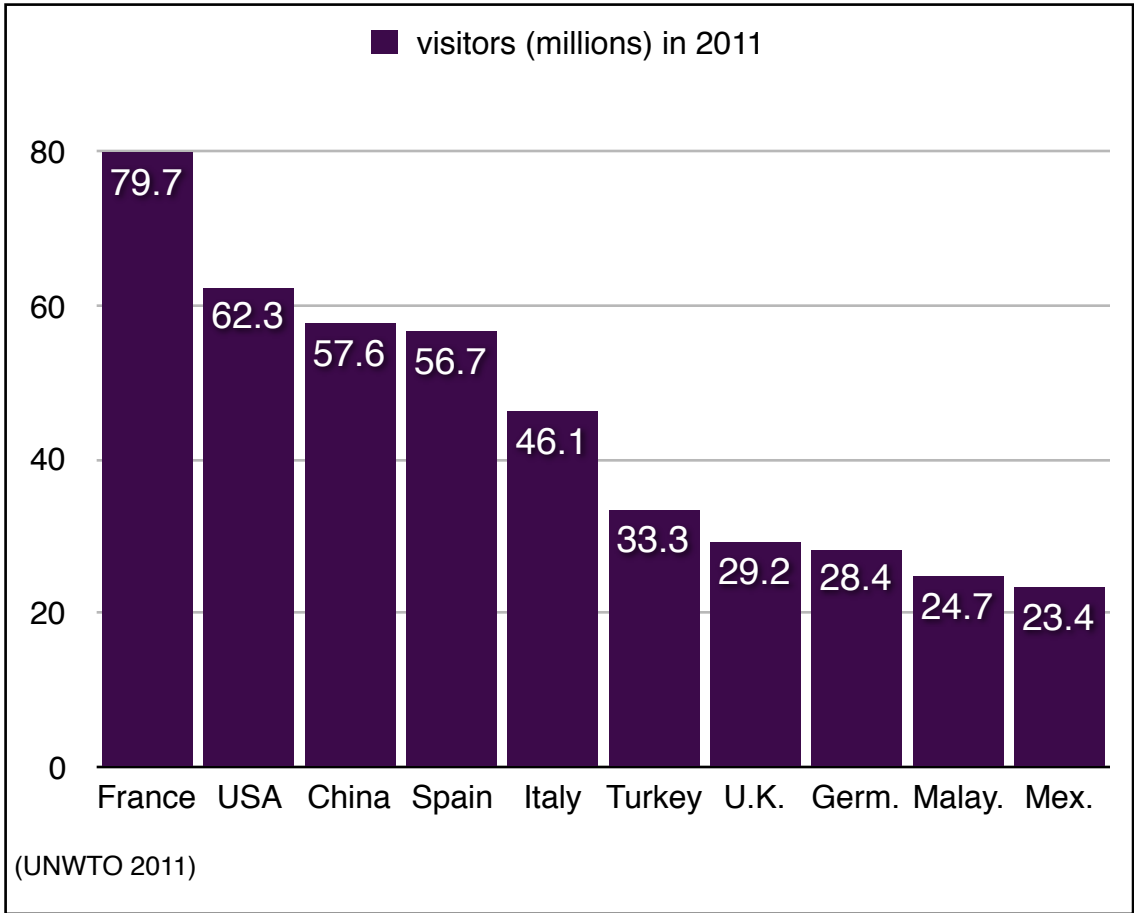
15. Adding visual aids

Why use visual aids?

1. Look at the two pages of information below. Which is easier to understand?

France is the country with the most tourism with 79.5 million visitors entering the country in 2011. U.S.A. has the second most with 62.3 million. China is third with 57.6 million, Spain is fourth with 56.7 million; Italy fifth with 46.1 million, Turkey sixth with 33.3 million, the U.K. seventh with 29.2 million; Germany eighth with 28.4 million; Malaysia ninth with 24.7 million and Mexico tenth with 23.4 million visitors in 2011.

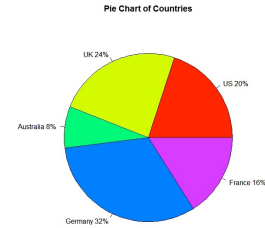
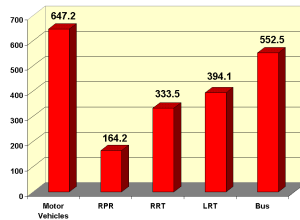
(UNWTO 2011)



2. In English it is sometimes said that “a picture is worth a thousand words”. What reasons might you use visual aids in your essay?

- ___ they make the essay easier to understand
- ___ they reduce your word count
- ___ they make the essay more interesting to read
- ___ they make the essay more interesting to write

3. Visual aids can be graphs, charts or photos. Which are these?



4. When using visual aids, you should follow these general rules:

- clearly label the visual aid
- only use relevant information and illustrations
- title the visual aid
- place the visual aid close to where it is discussed in the text
- cite the source of the visual aid or the information displayed in the visual aid

Before adding a visual aid, it is a good idea to ask yourself:

“Will this help me prove my thesis statement?”

Language Focus: introducing information in visual aids

As the graph above clearly shows...
 Please refer to the chart below to see...
 Diagram 2 best represents the differences between _____ and _____.

16. Providing your own opinion/analysis

Although it is important to show you have researched your topic carefully, it is also important that you give your own opinion and analysis in your essay.

Which paragraph below do you think makes a more effective argument?

After the Japanese government announced that they would begin fingerprinting foreign visitors, many foreigners said that was a reason not to come to Japan. It has been reported that 408,800 foreigners visited Japan in February 2009, a 41.3% decrease from the same month the previous year (Japan Tourism Marketing 2012).

After the Japanese government announced that they would begin fingerprinting foreign visitors, many foreigners said that was a reason not to come to Japan. It has been reported that 408,800 foreigners visited Japan in February 2009, a 41.3% decrease from the same month the previous year (Japan Tourism Marketing 2012). As this demonstrates, fingerprinting is bad for tourism. In a country that is struggling to boost its number of visitors, it would seem a good idea to do everything possible to welcome tourists; not treat them like suspected criminals.

Use your research and the language below to show that you truly understand what you are writing about:

What this means is...

This suggests that...

As this demonstrates...

From this we can draw the conclusion that...

In other words...

That is to say...

To put it another way...

** Remember that we generally avoid using the first person "I/my/me" in academic writing!*

17. A suggestions section

Although the main goal of your essay should be to prove your thesis statement, sometimes a suggestions section can be useful.

1. Suggestions should be for governments and industry, not individuals

In academic writing, suggestions should be made for *government* and *industry*. Giving suggestions for *individuals* is usually better suited for high school essays, not research papers.

**Look at the two suggestions below. Which one is better suited for an academic essay?
Check one.**

- Parents should be careful about when they allow children to watch TV programs.
- The television industry should refrain from broadcasting programs with violent scenes before 10 pm.

2. Be detailed with your suggestions

Try not to be too vague with your suggestions. The more detailed your suggestions are, the more academic they will appear.

**Look at the two suggestions below. Which one is better suited for an academic essay?
Check one.**

- The government should ensure companies give their employees at least 20 vacation days each year.
- The government should ensure companies give their employees more vacation days.

3. Use examples of what is being done elsewhere in the world

If you are writing an essay with a focus on Japan, you might want to do some research on the same topic in other countries. For example, if your thesis statement is:

The Japanese government should stop using atomic energy

In your suggestions section, it might be a good idea to examine what other countries are doing to reduce their reliance on atomic energy.

The Japanese government should follow the example of Germany, which recently...

Language Focus - Suggestions

Expressions for Suggestions

| noun | modal | action verb |
|---|--------------------------------------|---|
| the government the Ministry of ___ the education system the general public | should must have to need to | improve investigate develop introduce maintain implement start/begin follow explain stop/end examine do more |

The Japanese government should follow the example of...

The newspaper industry must maintain...

The Ministry of Education needs to review its policies and...

The American military should ensure...

18. Providing background information

Sometimes it is a good idea to provide some background information on the topic you are writing about. This background information can include:

- 1) a brief history
- 2) the current situation
- 3) the definitions of special terms.

If you are writing about a topic that is specific to Japan, you can sometimes make a comparison with other countries.

Look at the examples of background sections below. One of these background sections has some unnecessary subsections. Which one? **Cross it out.**

Thesis Statements

The Japanese government must do more to help hikikomori.

- 2.1 What is “hikikomori”?
- 2.2 The current situation of hikikomori in Japan

Japan should continue its whaling program.

- 2.1 The history of whaling in Japan
- 2.2 The current situation of whaling in Japan

Japan should abolish capital punishment.

- 2.1 A brief history of capital punishment in Japan
- 2.2 Capital punishment in Japan now
- 2.3 Capital punishment in other countries

The Japanese government should take measures to reduce global warming.

- 2.1 What is global warming?
- 2.2 The history of global warming
- 2.3 The current situation of global warming
- 2.4 Global warming in other countries