



# ATSHM

ฝ่ายบริการนักเรียนและยโบาย  
สมาคมนักเรียนไทยในฮ่องกงและมาเก๊า (สนทสม.)  
คู่มือสั้นบทความวิชาการ / Academic Article Mini Booklet  
ตุลาคม พ.ศ. 2565

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## 1. Tips on using Comma in Thai

อ้างอิงจาก: [จุดภาค \(comma\) หรือ จุดลูกน้ำ โดย สำนักงานราชบัณฑิตยสภา](#)

จุดภาค (comma) หรือ จุดลูกน้ำ เรียกว่าเครื่องหมายวรรคตอน มีรูปดังนี้ “ , ” มีหลักเกณฑ์การใช้ดังต่อไปนี้

### 1. ใช้แยกวลีหรืออนุประโยคเพื่อเพิ่มความเข้าใจสับสน

ตัวอย่าง

- ส่วน การประพันธ์เรื่องนี้, ที่ใดเป็นร้อยแก้วอยู่ในภาษาอังกฤษ ข้าพเจ้าก็ได้แต่งเป็นร้อยแก้ว, แต่ใดเป็นกาพย์กลอนก็แต่งเป็นกาพย์กลอน, เพื่อให้รูปคล้ายของเดิมมากที่สุดที่จะเป็นไปได้ (สตุติเด็ก ๆ เสฐียรโกเศศ และ นาคะประทีป โรงพิมพ์ภักดีประดิษฐ์ พ.ศ. ๒๔๙๘ หน้า ค – ง)
- นายแดงที่เดินมากับนายดำ, เป็นกำนัน

### 2. ใช้คั่นคำในรายการ ที่เขียนต่อ ๆ กัน ตั้งแต่ ๓ รายการขึ้นไป โดยเขียนคั่นแต่ละรายการ ส่วนหน้า คำ “และ” หรือ “หรือ” ที่อยู่หน้ารายการสุดท้ายไม่จำเป็นต้องใส่เครื่องหมายจุดภาค

ตัวอย่าง

- สินค้าราคาคุม ได้แก่ ข้าวสาร, น้ำตาลทราย, น้ำมันพืช และผงซักฟอก.
- โทษมี ๓ ประการ คือ ปรับ, จำ หรือ ทั้งปรับทั้งจำ

\* ในกรณีที่ต้องการแยกกลุ่มให้เห็นชัด อาจใส่เครื่องหมายจุดภาคหน้าคำ “และ” หรือ “หรือ” ก็ได้

ตัวอย่าง

- เชื้อของบริษัทนี้จะสมบูรณ์เมื่อมีผู้ลงนาม ๓ คน คือ ก หรือ ข, ค หรือ ง, และ จ ลงนาม

### 3. ใช้ในการเขียนบรรณานุกรม วรรณคดี และนามานุกรม เป็นต้น

#### 3.1 ใช้คั่นเมื่อมีการสับที่กันระหว่างนามสกุลกับชื่อ

ตัวอย่าง

- ปาสเตอร์, หลุยส์
- อัลคอตต์, ลุยซา เมย์

#### 3.2 ใช้คั่นเมื่อมีการสับที่กันระหว่างชื่อ นามสกุล กับคำนำหน้านาม หรือยศ และระหว่างราชทินนาม กับบรรดาศักดิ์ ฐานันดรศักดิ์ หรือสมณศักดิ์ เป็นต้น

ตัวอย่าง

- แดง, นางสาว
- ถนัด คอมันตร์, พันเอก
- ญาณสังวร, สมเด็จพระ
- ธรรมโกศาจารย์, พระ
- นราธิปพงศ์ประพันธ์, พลตรี พระเจ้าวรวงศ์เธอกรมหมื่น
- พระคลัง (หน), เจ้าพระยา
- วิชาลศิลป์กรรม, หลวง

#### 3.3 ใช้คั่นเมื่อมีการสับที่กันระหว่างคำที่เป็นใจความหลักกับคำประกอบ

ตัวอย่าง

- ประชาธิปไตย, ระบอบ

- มหาธาตุ, วัด
- ไทย, ประเทศ

4. ใช้คําน้จํานวนเลขน้บจากหลักหน่วยไปทีละ ๓ หลัก  
ตัวอย่าง

- ๑,๐๐๐ อ่านว่า หนึ่งพัน
- ๑,๐๐๐,๐๐๐ อ่านว่า หนึ่งล้าน
- ๑,๐๐๐,๐๐๐,๐๐๐ อ่านว่า หนึ่งพันล้าน
- ๑,๐๐๐,๐๐๐,๐๐๐,๐๐๐ อ่านว่า หนึ่งล้านล้าน



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## 2. Tips on using Semicolon in English

อ้างอิงจาก: [5 Ways to Use a Semicolon, with Examples โดย Grammarly](#) , [University of Oxford Style Guide](#)

### Points to note

1. Semicolons join related ideas that are equal in grammatical structure, connecting related independent clauses.
2. In independent clauses, semicolons can replace commas and the coordinating conjunction (e.g. and, but, for, yet, so, or, nor) if the clauses are clear without the coordinating conjunctions.
3. Semicolons should not connect dependent clauses and independent clauses.
4. Semicolons with conjunctive adverbs and transitional expressions can replace periods between related sentences. The second sentence should start with a conjunctive adverb or transitional expression (e.g. nevertheless, however, thus, therefore, moreover, for example, that is, besides, furthermore, accordingly, otherwise, in contrast)
5. Semicolons can replace commas when linking independent clauses that already contain commas with coordinating conjunctions.

### Examples

1. A completed all her tasks; B did not complete hers.
2. C is not hungry; however, she is still going to Sushiro.
3. D started weeks early on her projects; nevertheless, she was unable to finish them in time.
4. Some classes require students to write essays, research papers, or reports; others focus more on group projects.

### 3. Tips on Writing a Report in English

อ้างอิงจาก: [Report writing](#) โดย University of Leeds

Reports are concise and formal. It is used to communicate the results or findings of a project.

#### Who and what is the report for?

Before you write a report, you need to be clear about who you are writing the report for and why the report has been commissioned.

Keep the audience in mind as you write your report; think about what they need to know. For example, the report could be for:

- the general public
- academic staff
- senior management
- a customer/client

#### Reports are usually assessed on content, structure, layout, language, and references.

You should consider the focus of your report, for example,

- Are you reporting on an experiment?
- Is the purpose of providing background information?
- Should you be making recommendations for action?

#### Language of report writing

Reports is academic writing that uses clear and concise language, and grammatically correct sentence structure, vocabulary, and punctuation. They are often broken down into sections, each with its headings and sub-headings. These sections may include bullet points or numbering and more structured sentences. Paragraphs are usually shorter in a report than in an essay.

Academic writing is formal, so you should avoid using apostrophes and contractions such as “it’s” and “couldn’t”. Instead, use “it is” and “could not”.

#### Presentation and layout

Reports are written in several sections and may include visual data such as figures and tables. The layout and presentation are therefore very important.

In terms of font sizes, margins, and text alignment, the below format is usually used

- ✓ Times New Roman (12 pt)
- ✓ Arial (11pt)
- ✓ Georgia (11pt)
- ✓ Calibri (11pt)
- ✓ Lucida Sans Unicode (10pt)

You need good IT skills to manipulate graphical data and work with columns and tables. If you need to improve these skills, try the following online resources:

- Microsoft online training through LinkedIn Learning
- Engage web resources by using tables and figures in reports

### Structure and organisation

Reports are divided into sections and sub-sections that are formatted using bullet points or numbering. Report structures do vary among disciplines, but the most common structures include the following:

1. Title page

The title page needs to be informative and descriptive, concisely stating the report's topic.

2. Abstract (or Executive Summary in business reports)

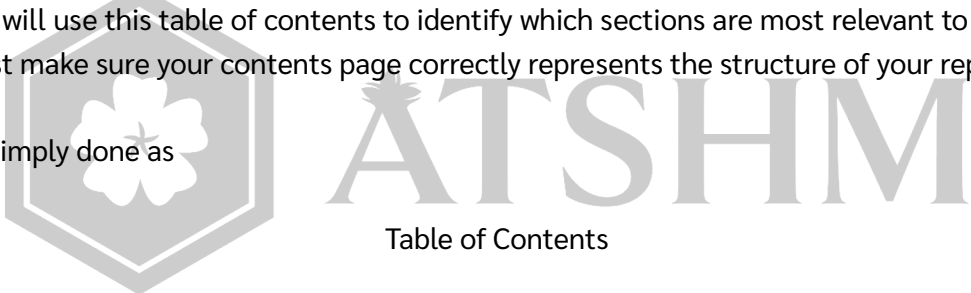
The abstract is a brief summary of the context, methods, findings, and conclusions of the report. It is intended to give the reader an overview of the report before they continue reading, so it is a good idea to write this section last.

An executive summary should outline the key problem and objectives, and then cover the main findings and key recommendations.

3. Table of contents

Readers will use this table of contents to identify which sections are most relevant to them. You must make sure your contents page correctly represents the structure of your report.

Can be simply done as



1. Introduction	
2.1 Background theory	2
2.2 Objective	4
2. Methodology	5
3.1 Materials/Equipment	5
3.2 Procedures, obtained data and analysis	6
3. Result	9
4. Discussion	12
5. Conclusion	15
Reference	
Appendix	

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Or take a look at this sample contents page.

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#### 4. Introduction

In your introduction, you should include information about the background of your research and its aims and objectives. You can also refer to the literature in this section, reporting what is already known about your question/topic and if there are any gaps. Some reports are also expected to include a section called 'Terms of references', where you identify who asked for the report, what it covers, and its limitations.

#### 5. Methodology

If your report involved research activity, you should state what that was; for example, you may have interviewed clients, organised some focus groups, or done a literature review. The methodology section should provide an accurate description of the material and procedures used so that others could replicate your experiment.

#### 6. Results/findings

The results/findings section should be an objective summary of your findings, which can use tables, graphs, or figures to describe the most important results and trends. You do not need to attempt to provide reasons for your results (this will happen in the discussion section).

#### 7. Discussion

In the discussion, you are expected to evaluate your findings critically. You may need to re-state what your report aims to prove and whether this has been achieved. You should also assess the accuracy and significance of your findings and show how it fits in the context of previous research.

#### 8. Conclusion/recommendations

Your conclusion should summarise your report's outcomes and suggest further research or action be taken. You may also need to include a list of specific recommendations as a result of your study.

#### 9. References

The references list any sources you have used in your report. Your report should use the standard referencing style preferred by your school or department, e.g. Harvard, Numeric, OSCOLA, etc. Additional files which cover APA citation by ATSHM's student service.

#### 10. Appendices

You should use appendices to expand on points referred to in the main body of the report. If you only have one item, it is an appendix; if you have more than one, they are called appendices. You can use appendices to provide backup information, usually data or statistics, but the information must be directly relevant to the report's content.

Appendices can be given alphabetical or numerical headings, for example, Appendix A or Appendix 1. The order they appear at the back of your report is determined by the order that they are mentioned in the body of your report. You should refer to your appendices within the text of your report; for example 'see Appendix B for a breakdown of the questionnaire results. Don't forget to list the appendices on your contents page.

## 4. Tips on Writing a Cover Letter

อ้างอิงจาก: [RESUMES and COVER LETTERS](#) โดย Harvard Extension School, Harvard University

### Structure of Cover Letter

1. Date
2. Basic Information (Name / Contact Details)
3. Contact person's name/title/employer (e.g. Hiring manager)
4. Opening paragraph (about the job)
  - a. The position you are interested in
  - b. Where did you hear about this job?
5. Second paragraph (about yourself)
  - a. Brief introduction about yourself
  - b. Study background
  - c. Work experiences
  - d. Critical skills (hard skills) that make you qualified
6. Third paragraph (skills)
  - a. Soft Skills (e.g. time management, teamwork, communication, leadership, self-motivation, problem-solving, flexibility)
7. Closing paragraph
  - a. Availability for the job
  - b. Thank the person for their time and consideration.

### Important points

1. Why does this job interests you, and what is your possible contribution to the company?
2. Understanding of the company's needs
3. Briefly introduce yourself that links with company needs (accomplishment, handling challenges).

### What to focus on

1. Employer's need for the employee
  - a. Read the job description and learn what the company is looking for
2. Skills and qualities matching the employer's needs
  - a. Highlight your skills and qualities according to the employer's needs
3. Ability and contribution to the company
  - a. Use the courses you are taking or the work experience you have to support
  - b. Include technical and soft skills
4. Know the company
  - a. Use the company goals and keywords
5. Avoid general statements
  - a. The cover letter should be tailor-made for each position/company

## Tips

1. Provide examples to support the mentioned skills and qualifications
2. Mention the skills and experiences relevant to this position from other jobs as references
3. Know the company/ position before writing the cover letter

## SAMPLE COVER LETTER

February 21, 2021

Liza Wideman  
Recruiting Coordinator  
Great Strategy Consulting Firm  
200 Shell Fish Blvd, Suite 199  
San Francisco, CA 94080

Dear Liza Wideman:

I am writing to express my interest in securing an Associate position at Great Strategy Consulting Firm. I am a Master of Liberal Arts degree candidate at Harvard Extension School, specializing in Information Technology. I come from a solid technical background with a strong interest in business and a passion towards strategy. My area of focus and interest varies from quantitative analysis to project management. I have maintained a 3.95 GPA through a well-balanced program of study, which is not only very analytical and technical by nature but also helps to build leadership and team building qualities. I am extremely impressed with Great Strategy's approach to strategy consulting, especially within the Business Development and Innovation practice areas. I believe my academic background, business knowledge and industry experiences have provided me with the credentials needed to thrive as an Associate.

Prior to Harvard, I worked as a technology professional, primarily resolving strategic issues related to technology process improvement. I gained solid research, analytical and problem solving skills while working in Fortune 500 companies. My background in generating innovative ideas and strategies to improve processes has provided me with a deeper understanding of multifaceted problems that companies encounter in their daily operations. Moreover, because of my work experiences, I fully understand how important it is to have great team dynamics in today's multi-disciplinary business environment.

To date, my experience as an IT professional has been extremely rewarding and productive. However, it is through strategy consulting that I can use my analytical aptitude and creative problem solving skills to their fullest. I strongly believe that consulting is a discipline that will force me to view problems not only from the client's standpoint but also from a marketplace, best practices and "think out of the box" point of views.

I would appreciate the opportunity to interview with Great Strategy Consulting Firm for the Associate position. Please find enclosed my resume for your review. I can be reached via email at [jacob.mclean@post.harvard.edu](mailto:jacob.mclean@post.harvard.edu) or by phone at (617) 555-3456. I enthusiastically look forward to hearing from you soon.

Thank you for your time and consideration.

Sincerely,

Jacob A. McLean

## 5. Tips on Writing a Job Application Email

อ้างอิงจาก: [10 excellent email examples for job hunters](#) โดย Carolyn Sun, CNBC make it, [Sample Emails to Employers](#) โดย Harvard Law School

In job applications, there are times that you will be required to submit your application over email instead of uploading a cover letter and a resume. Writing a job application email is one of the most important boosts in job hunting and can make you stand out among the talented applicants.

### When to write an email for a job application:

1. No formal posting for the job
2. No other system to submit (e.g. no form, no uploading platform)
3. Recruiters request email applications.

### What to include in the email:

1. Full name and contact details
2. Reason for writing
3. Job position
4. Relevant qualifications
5. Other attachments: resume/cv, cover letter, and additional documents (as requested).

### Main points:

1. Self-introduction:  
Briefly provide the basic information about yourself, including your name, your education, where you heard about this job, and why you are interested in the position.
2. Tangible skills the company needs:  
Before writing the job application email, you should research the company and the position (e.g. the essential skills for this position) and include the skills the company needs.
3. Relevant work experience:  
Try to show that you are mission-aligned with the company through work experience or personal experience.
4. How and what you can contribute:  
Explain how your work experience or educational background relates to and can contribute to the company creatively.

## Template example

### I.

[Subject line]

Dear [Recipient's name],

[First paragraph: Introduce yourself and state the position for which you're applying. You can mention where you found the listing or who referred you to the job.]

[Second paragraph: Explain your qualifications, such as the skills and experiences that make you a good candidate for the job. You might use this section to elaborate on key details from your resume.]

[Third paragraph: Tell the reader if you have included any attached documents and thank the recipient for their time. Provide your contact details and explain any plans to follow up on your application. You can also tell the reader that you can provide more information at their request.]

[Closing paragraph: Conclude the email by thanking them for their time.]

Sincerely,

[Your name]

[Your contact information]

### II.

Dear Hiring Manager,

I recently found your job listing for a student intern position at ABC through your company website. I am sure that my skills and work experience in xxx would make me a valuable asset to the company.

[background, qualifications, and relevant skills]

Attached are my resume, recommendation letter, and cover letter for your reference. Please feel free to contact me with questions or for additional information.

Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

Abc De

852-1234-5678

[abcde@fgh.com](mailto:abcde@fgh.com)



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## 6. Tips on APA Citation

อ้างอิงจาก: [APA Citation 7th Edition \(2020\)](#) โดย Scribbr, [In-Text Citations](#) โดย [Purdue Writing Lab](#)

### APA (American Psychological Association) 7th Edition In-text citation

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#### APA CITATION BASICS

When using APA format, follow the author-date method of in-text citation. This means that the author's last name and the year of publication for the source should appear in the text, for example, (Jones, 1998), and a complete reference should appear in the reference list at the end of the paper.

✓ (Taylor et al., 2018)

#### SHORT QUOTATIONS

If you are directly quoting from a work, you will need to include the author, year of publication, and page number for the reference (preceded by "p."). Introduce the quotation with a signal phrase that includes the author's last name followed by the publication date in parentheses.

Ex. According to Jones (1998), "Students often had difficulty using APA style, especially when it was their first time" (p. 199).

Ex. Jones (1998) found that "students often had difficulty using APA style" (p. 199); what implications does this have for teachers?

\*If the author is not named in a signal phrase, place the author's last name, the year of publication, and the page number in parentheses after the quotation.

Ex. She stated, "Students often had difficulty using APA style" (Jones, 1998, p. 199), but she did not offer an explanation as to why.

#### LONG QUOTATIONS

Place direct quotations that are 40 words or longer in a free-standing block of typewritten lines and omit quotation marks. Start the quotation on a new line, indented 1/2 inch from the left margin, i.e., in the same place you would begin a new paragraph. Type the entire quotation on the new margin, and indent the first line of any subsequent paragraph within the quotation 1/2 inch from the new margin. Maintain double spacing throughout. The parenthetical citation should come after the closing punctuation mark.

Ex. Jones's (1998) study found the following:

Students often had difficulty using APA style, especially when it was their first time citing sources. This difficulty could be attributed to the fact that many students failed to purchase a style manual or to ask their teacher for help. (p. 199)

### **SUMMARY OR PARAPHRASE**

If you are paraphrasing an idea from another work, you only have to make reference to the author and year of publication in your in-text reference, but APA guidelines encourage you to also provide the page number (although it is not required).

Ex. According to Jones (1998), APA style is a difficult citation format for first-time learners.

Ex. APA style is a difficult citation format for first-time learners (Jones, 1998, p. 199).

### **References**

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#### **Format**

- ✓ Times New Roman (12 pt)
- ✓ Arial (11pt)
- ✓ Georgia (11pt)
- ✓ Calibri (11pt)
- ✓ Lucida Sans Unicode (10pt)



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Alphabetically sorted

Hanging Indent 0.5"

APA reference page.docx

35

References

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Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>

Section label

Double spaced

Webpage citation

Journal citation

Book citation

Scribbr

## Citing books

- ✓ Covey, S. R. (2013). *The 7 habits of highly effective people: Powerful lessons in personal change*. Simon & Schuster.

## Up to 20 authors in the reference list

Surnames and initials for up to 20 authors (instead of 7 from the previous edition) should be provided in the reference list. If a source is authored by more than 20 authors, only the first 19 authors and the last author are included. In between the 19th and last author, you place ellipses, which have the form “ ... ”, to indicate names are omitted.

- ✓ Miller, T. C., Brown, M. J., Wilson, G. L., Evans, B. B., Kelly, R. S., Turner, S. T., Lewis, F.,

Lee, L. H., Cox, G., Harris, H. L., Martin, P., Gonzalez, W. L., Hughes, W., Carter, D., Campbell, C., Baker, A. B., Flores, T., Gray, W. E., Green, G., ... Nelson, T. P. (2018).

### DOIs are formatted as URLs

Most journal articles and books have a DOI (Digital Object Identifier) assigned to them. This unique link is stable (it doesn't change over time) and makes retrieving a source easier for readers.

- ✓ <https://doi.org/10.1080/02626667.2018.1560449>

### Citing web pages

- ✓ Walker, A. (2019, November 14). *Germany avoids recession but growth remains weak*. BBC News. <https://www.bbc.com/news/business-50419127>

### Citing ebooks

- ✓ Brück, M. (2009). *Women in early British and Irish astronomy: Stars and satellites*. Springer Nature. <https://doi.org/10.1007/978-90-481-2473-2>

### Contributors other than authors

- Clear guidelines are provided for citing contributors other than authors and editors.
- The contributors appear in the author position.
- The role of the contributor is added in parentheses after their

Media type	Include as author
Film	Director
TV series	Executive producer(s)
Podcast episode	Host of episode
Webinar	Instructor
Online streaming video	Person or group who uploaded the video
Photograph	Photographer

## 7. Tips on Writing an Essay in English

อ้างอิงจาก: [How to Write an Academic Essay: Format, Examples](#) โดย EssayPro

### 4 Main Types

#### - **Narrative Essay**

This type of writing requires the author to create a compelling story of practically anything imaginable. In other words, it is a super-condensed version of a novel. This type of essay requires students to demonstrate their creative abilities. Therefore, it implies the constant use of strong adjectives. Their use will help the author of an essay to create a strong, graphic picture for their story and enhance the audience's perception of the topic. Although telling a compelling story is basically the main purpose of this type of essay, there is much more to it than there seems. A well-written narration should also have a point that is “written between the lines”. Simply put, there should be a clear message delivered through the text. By putting a hidden message between the lines, you motivate the reader to read the paper in its entirety as it sparks their curiosity.

#### - **Descriptive Essay**

In this type of essay, the author chooses a specific thing, experience, emotion, or idea and describes it for the reader. Just like with narrative writing, this style requires the author to be subjective and creative. And, just like a narrative essay, the author is meant to draw a picture in the audience's eyes. Another key to success in writing a descriptive essay is carefully selecting words. Such a paper should evoke certain emotions in the reader and connect them to the object of discussion. Finally, the paper should describe the subject in simple terms. When the reader understands the subject well after reading an essay - that is when you know you have written a stellar descriptive paper.

#### - **Expository Essay**

An expository essay is used to help readers understand the subject matter by providing grounded information and facts. This type of writing requires its author to support all of the information included in the paper with valid evidence. An expository paper is no place for opinions or personal views on a subject. A quality paper should use analysis that consists of factual information on its subject. The author's key goal is to inform and educate the audience through clear logic and facts. Just to give you an example, this “How to Write an Academic Essay” article can be considered expository writing.

#### - **Persuasive Essay**

Writing a persuasive paper requires one to embrace the role of a salesman (or saleswoman). You can state an opinion, project, or idea that you then have to sell to your reader(s). The logic behind how you supply the reader(s) with information should be impenetrable, leaving them with no doubt that what you are expressing is the only truth they need to know. Cater your points carefully to avoid being pushy, and hide your sales tactic behind well-thought-out sentences. When it comes to defending an

argument, you can use logical tactics, emotional tactics, or a mix of both; this depends on what you are attempting to argue.

### **Start the Writing Process by Creating an Outline**

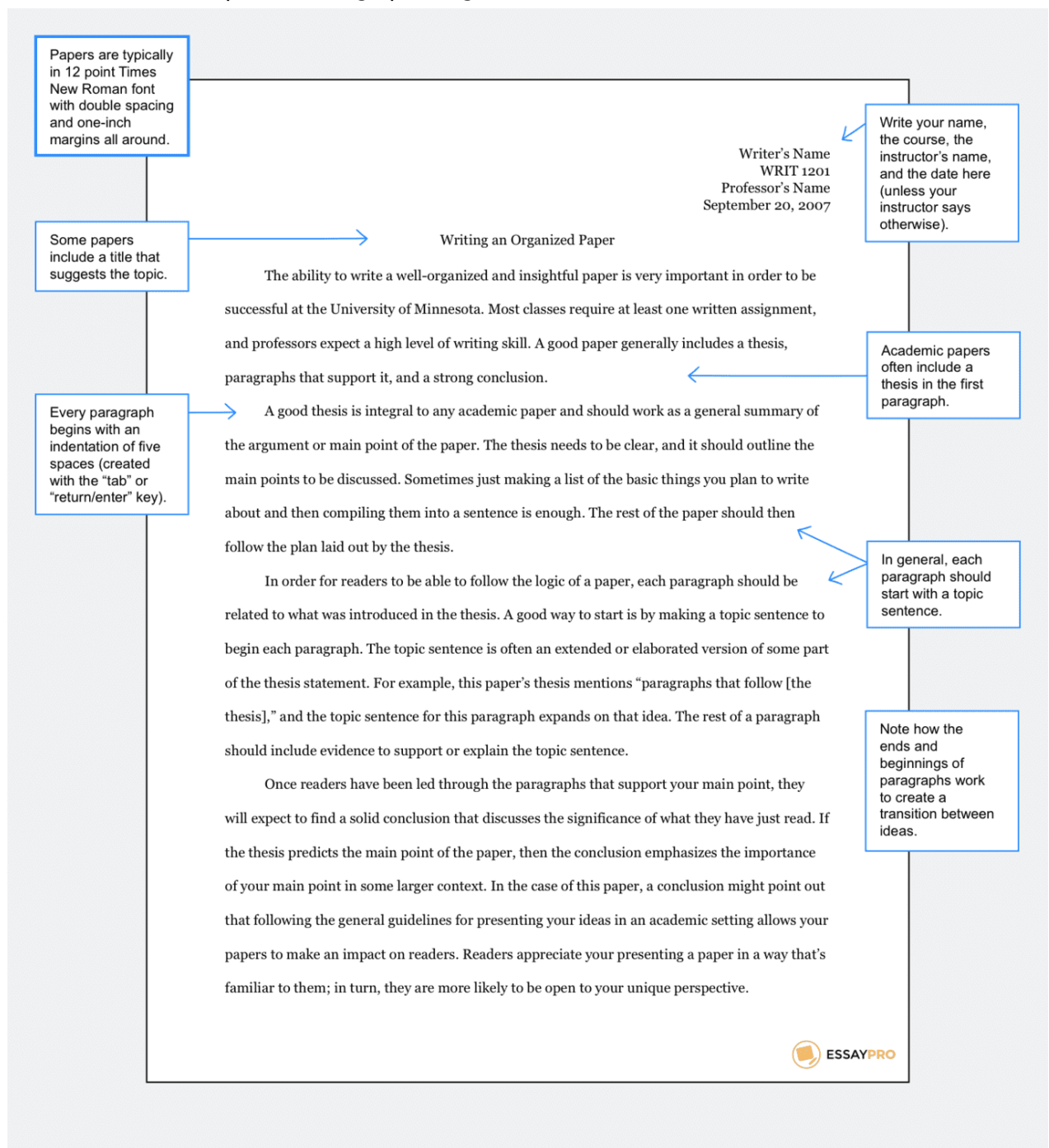
Before commencing any academic writing; you must create four essential components that need to be answered beforehand. They are the thesis statement, subpoints, connection, and summary.

- **Thesis Statement:** This is the focal point of your writing and one of your introductory paragraphs' key elements. It is the main message the author is trying to deliver.
- **Body Points (Subpoints):** These are the key points or statements that you will use to support your thesis.
- **Connection:** When writing an academic essay, it is important to tie it directly or indirectly to the real world. Provide a reason why it is important to you or why it is relevant to society. This will fill your paper with new meaning and showcase your unique way of thinking.
- **Summary:** This is a short and strong statement that briefly explains your given points.

### **Format: Standard 5-paragraph structure:**

- An introduction; the main goal is to introduce the topic and to reveal the essay's main message (a.k.a. the thesis statement).
- Three body paragraphs; primary tasks are to defend the thesis with 3 sub arguments—1 per paragraph.
- A conclusion; wrap up the entire argument and to leave a lasting impression in the form of an overall concluding statement.

Down below we have presented a graphic organizer that illustrates the breakdown.



### Introduction: How to Start an Academic Essay

Where to start: When writing any academic writing assignment, a student should begin by shaping a solid introduction.

Quick tip: If you are not too experienced in writing academic papers, don't hesitate to find a good academic paper example to give you an idea about how to make a good introduction. Looking at good samples can help to get you going.

Firstly, begin with a powerful hook which refers to the first sentence of the introduction paragraph—the main purpose of which is to grab the reader's attention and encourage them to read on. For example,

- **Quote:** Starting an introduction with a creative and meaningful quote is one of the most popular techniques for introducing a paper. When the quote is chosen right, it can impact a reader and set the right tone for the entire essay. Therefore, quotes often serve as good openers. However, it is vital to pick the right quote that will directly relate to your topic and not distract your reader from your topic's main point.
- **Fact:** Another common opening technique is to begin an essay with a factual statement or statistic. This is most helpful when writing an expository or persuasive essay, as, in this case, such an opener will add credibility to your paper. Also, starting with a fact will demonstrate that you have researched your topic well.
- **Rhetorical Question:** A good rhetorical question will stick in your reader's minds as they go through the rest of the paper. However, it is important that you answer the rhetorical question from the introduction in your essay's body or, at least, guide your audience towards a relevant observation.

Bad Hook Example:

“Police brutality must stop.” – This is not intriguing and does not grab the reader's attention, though it gives the reader an idea of what the essay will be about.

Good Hook Example:

“I don't have a gun. Stop shooting.” – This hook will have a stronger impact on a reader because it is a famous quote from a police-brutality victim. Consequently, it hints at the topic of the essay but keeps the intrigue.

Secondly, narrow down your paper's focus by introducing some valuable contextual background information. Outlining the background data will help readers understand how the topic will unfold throughout the paper.

Finally, write a thesis statement which is your essay's key theme, idea, or argument. In other words, it summarizes the entire message you will deliver in a single sentence.

**Bonus tip:** When shaping your thesis statement, do not overload it with unnecessary information. Keep it straight to the point and concise. Remember that the main purposes of this sentence are to lay out the focus of the paper and to introduce the readers to the main ideas you will cover within the body paragraphs.

Bad Thesis Statement Example:

“Police violence is bad for society.” – This is too short and does not indicate a solid opinion from the author.

Good Thesis Statement Example:

“The unwarranted use of force is a real problem that has a significant influence on society and has to be addressed appropriately to prevent the growth of discontent and violence further.” – This is concise but detailed enough to let the readers understand the purpose of the writing. It is logical and states the clear position the author supports.

### **The Main Body**

The body paragraphs of your essay will be the source of information for your audience. When writing your body paragraphs, your main points should be stated according to the order of your outline and should support your thesis statement with valid arguments and facts.

A good paragraph should contain at least the following four elements: Transition, Topic sentence, specific Evidence and analysis, and a Brief wrap-up sentence (also known as a warrant)

- Transition sentence leading in from a previous paragraph to assure smooth reading. This acts as a hand-off from one idea to the next.
- A Topic sentence that tells the reader what you will be discussing in the paragraph.
- Specific Evidence and analysis that supports one of your claims and that provides a deeper level of detail than your topic sentence.
- A Brief wrap-up sentence that tells the reader how and why this information supports the paper's thesis. The brief wrap-up is also known as the warrant. The warrant is important to your argument because it connects your reasoning and support to your thesis, and it shows that the information in the paragraph is related to your thesis and helps defend it.

The main body's goal is to answer any questions that have appeared in the reader's mind after the introduction. Every new point should get the audience closer to understanding the complete concept you deliver throughout your essay. Ideally, your goal is to bring them to the same level of knowledge on the subject as you have in your capacity. After doing so successfully, it is time to transition to a conclusion.

### **Academic Essay Conclusion**

In any assignment you write, you have to start strong and finish even stronger. As you move towards the end of your paper, your reader might not even remember what the first paragraph you wrote was about. Therefore, you have to remind them. Overall, a good essay conclusion will include

- Summary: A condensed paraphrasing of the information stated in the thesis and the subpoints. (Only if you are writing an expository, descriptive, or persuasive paper)

- **Personal or Social Connection:** In other words, why this information is relevant to society. Stating such a connection showcases the general importance of the subject and its modern-day relevance.
- **Overall Concluding Statement:** This will normally be the last sentence that serves the purpose of tying a knot around your work. If you have initially started with a rhetorical question, a nice touch would be to give the audience an answer to it here. If you have written a quote, rephrase it in your own words. It is important to leave the audience with a strong statement that will stay in their minds.

## **Writing Process**

### **Drafting**

The drafting process takes you from a compilation of information to the structured delivery of your idea within your essay. No excellent-quality paper has ever been written in a single draft. The process begins with a rough draft – a stage where you use all of the information you have acquired from your relative outline. From there, you narrow down this information to the most relevant parts that add actual value to your academic essay topic. Every new draft must also rid itself of content problems, structural flaws, or simple typos. The final draft of an essay might end up being drastically smaller than its original draft.

### **Word Choice**

Word choice is one of the factors that define the quality of an academic essay. It is also often overseeded or neglected. It is no secret that some words are better at communicating ideas than others. It is also no secret that vocabulary plays a big role in the writing process. Focusing on word choice is especially significant in descriptive essay writing when your goal is to paint a picture in a reader's mind. If you are writing a paper on a specific area of study, it is crucial to use words related to that field and avoid simple neutral words that offer no contribution to the text.

### **Finalising the Submission**

At this stage of writing, your content should be well-polished. After taking your essay through a peer review and/or red pen edits, make sure to

- Fix all grammatical mistakes and punctuational errors
- Finalize your title
- Add a bibliography if needed (basically, a “references” or “works cited” page that also includes the sources you have used, but weren't referenced within the text)
- Make sure your paper meets its specified academic paper formatting requirements.

## 8. Tips on Effective Presentation

อ้างอิงจาก: [How to Give a Killer Presentation](#) โดย Chris Anderson, TED, published by Harvard Business Review

### Keys to Effective Presentation

1. Frame the story:

Conceptualizing and framing the presentation content is one of the most important parts of an effective presentation.

2. Connect with the audience:

Apart from framing and conceptualising the presentation content, the presenter should identify the starting and ending points of the presentation. The starting point should be something that will raise the audience's interest and their basic knowledge of the presentation. Once the presentation gets too technical or hard to follow, the audience will most likely lose interest. An important point in involving the audience and making sure the audiences are on the same page is to include a brief background on the topic at the beginning of the presentation. During the presentation preparation, remember what the audience needs and wants to know rather than what you want to tell them. The main focus during the presentation should be on the audience, whether they are following your presentation or reacting to their responses.

3. Core Message:

Concentrate on the key message or key points for the audience to take away.

4. Eye contact and gestures:

Eye contact and body gestures help the audience to connect with the presenter and the subject

5. Tell Stories:

Stories can help the audience in paying attention and remember the contents. With stories in the presentation, the audience is likelier to engage and remember the points mentioned.