新东方
NEW ORIENTAL

英语论文
成功写作

■ 孙 钰 ■ （美）Sheryl Holt 编著

群言出版社

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Successful English Academic Writing Guide

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前　言

用非母语的语言写作是具有挑战性的，而用英语写专业论文更加具有特殊的挑战性。你可能已经学习了多年的英语语法和词汇，也已经能自如地用英语表达思想，但是当你用英语写专业论文，向自己所处领域的英语读者传递学术观点和成果时，却需要有更多的考虑。

本书着重介绍美国模式(American style)专业论文的写作。为什么需要专门学习专业论文写作呢？对于中国科研人员、研究生和留学生的论文，美国专业论文期刊的评审人和美国教授经常给出这样的评语："I don't understand what the authors mean by... "，"More details need to be added."，"The authors need to be clearer about... "，"The paper was not written professionally. It seems like the author is speaking instead of writing."，"The ideas are not organized in the way that is expected at this level of writing."，"What is the point of Paragraph 2 on Page 5? "诸如此类的问题都是因为多数中国科研人员和留学生不明确用英语写专业论文应该怎样组织文章结构，哪种写作风格是有效的，哪种风格是应该避免的，哪些地方需要多加解释，哪些地方又应该节省笔墨。仅仅由"汉译英"产生的论文不可能达到好的效果。帮助中国科研人员、研究生和留学生提高专业论文写作质量，促进与国际同行间的交流，增加论文发表的几率，是本书的宗旨。

学习本书讨论的写作方法、原则和技巧，你可以掌握：

- principles and rules of academic and professional writing
- effective writing styles
- writing skills that help you write more professionally
- how to avoid common mistakes for Chinese writers
- how to avoid plagiarism

此为试读，需要完整PDF请访问：www.ertongbook.com

可以帮助你澄清诸如下列问题：

- Why don't these fancy nice words make my paper sound more profound?
- What are the *dos* and *don'ts*?
- How long should a sentence be?
- How can I sound more professional?
- What words are appropriate to use and what are not?
- Do I need an "a" or "the" or "neither"?
- Should commas and periods be put inside the quotation mark or outside? （punctuation issues）...

　　为了帮助读者真正掌握书中所讨论的写作原则与技巧，每一章节都有针对各个环节而精心设计的练习，并在附录中给出参考答案。

　　具有专业色彩的陈述（presentation）对于传递信息和研究成果以及学术交流都具有特别重要的意义。中国的学者在技术方面很优秀，但在做presentation方面的能力，与美国人，甚至印度人、新加坡人相比，都有明显的差距。本书针对presentation中的常见问题，帮助读者增强做presentation的能力，从而大幅度提高presentation的质量。

　　本书在最后两章中讨论如何突破"中国模式"的英文简历（résumé）和申请信（cover letter），以及如何创作高质量的英文简历和申请信。

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作　者

于美国明尼苏达州

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目　录

第一章

学术论文的写作原则
（The Principles of Academic Writing）

"Academic Writing" 的特点?

"Academic Writing" 指用于发表在专业期刊和会议上的学术论文和用于交给教授的课堂论文的写作类型。本书侧重于"American academic writing"的写作原则。

这种类型的文章旨在向读者传递专业信息，让读者了解专门领域的发展，学习新的理论和技术。这些文章与小说、诗歌不同，读者对于多数专业论文会跳读而不会通篇阅读，因为大量的论文需要快速浏览以获得特定的信息。"Academic Writing"的目的不是去愉悦读者，而是帮助读者获取特定的知识。

另外需要注意的是 "written academic style" 与 "spoken academic style" 的区别。Academic / Professional speakers 在做学术报告时，经常使用不正式的语言，比如："things"，"a lot"，"So, what can we do? "等。但是"academic writers"不允许使用类似的非正式的语言。英语专业课本中的用语通常也不如专业论文用语正式。

本章讨论 "Academic Writing" 的 6 个写作原则。

【原则之一】

1.1 以读者为中心（Become Reader-Centered）

写一篇专业论文，首先需要考虑的是读者的需要，而不是作者的需要。专业论文的读者需要很快地找到所需要的信息，论文的作者需要清晰地表达和阐述观点、理论与方法来帮助读者尽快找到所需要的信息。使用大词和漂亮词（large words, fancy / beautiful words），过于复杂地表达概念，或提出复杂和困难的方法

对理论却不做出清晰的解释，这些方法在 "Academic Writing" 中都是不可取的。

　　中文论文作者通常不过多地介绍背景，从一个论点到另一个论点不过多地解释，多数时候作者认为读者已经或者应该理解这些，有些时候作者可能故意省去细节以避免繁琐或者显示自己的理论或方法的深奥。但是当这种写作风格被应用到"Academic Writing"时，会与论文读者的期望产生强烈的冲突。当论文评审人经常需要猜测作者想要表达的意思时（fill in blanks），尽管作者的新理论或者方法本身可能很有价值，论文被接受发表的几率也会非常低。好的论文应该以读者为中心组织论文结构，以便于帮助读者尽快找到重要信息，把你认为最重要的信息放在段落的开始，对于重要论点给出足够的细节说明和解释，定义关键用语和概念，利用标题和明确的转折词帮助读者跟随你的逻辑。

　　定义关键用语和概念是"Academic Writing"中常见的方法。可能少部分读者对这些概念已经理解，但是要保证绝大多数读者理解这些概念是非常重要的。很多好的论文作者经常以定义概念开始阐述新的论点和开始论文新的一节。定义的结构如下：

key term / word + category / class + explanation

e.g., <u>Debt</u> is <u>money</u> that <u>one person, organization or country owes to another</u>.

练习 1-1: Definitions Ⅰ

In the following definitions, the term is italicized. Underline the category or class of the defined word.

1. *Import substitution* is a development strategy which employs trade barriers and heavy subsidies to promote industrialization and economic growth.
2. *Thermal convection* is the motion of a fluid due to non-uniform temperature distribution.
3. *Bimetals* are components made up of two separate metallic units, each occupying a distinct position in the component.
4. *Stakeholder analysis* is a strategic planning tool used for analyzing the main players in an organization, decision-making process or given situation.

Where do you think you would find these definitions in these students' papers? How do you think these key words help the reader understand the focus of each of these papers?

练习 1-2：Definitions II

Analyze the following definition.

The "time-value of money" concept is one of the most important concepts in all of corporate finance. It is important in such areas as capital budgeting, financial arrangements and mergers. Two basics of "time-value of money" are future value and present value.

1. Does it follow the correct pattern?
2. Does it help the reader understand the fundamental meaning of "time-value of money"?

【原则之二】

1.2 避免啰唆和使用大词（Reduce Wordiness and Large Words）

非英语母语的作者倾向于使用"大词"（large / beautiful / fancy / rare words）。这些"大词"不仅不能帮助论文显得高深，相反，会使读者非常不舒服。比如，如果作者经常使用 GRE 考试中的词汇，使得论文读者经常对词汇的意思产生疑问甚至需要查阅字典，这篇晦涩的论文就不太可能被发表了。

"Academic Writing"提倡清晰直接地表达论点，避免啰唆和使用大词。在英语论文写作中，直接和清晰的风格比文采要重要得多。这对于非英语母语的论文作者来说是个好消息，因为我们可以遵循论文写作规律，运用简明清晰的英语来表达学术观点，而不必刻意追求文采。

"避免啰唆"要求作者简化句子结构，减少不必要的字词。体会下面修改后的例子是如何达到更直接的效果和避免啰唆的：

1. The administration is responsible for soliciting, collecting and distributing graduate research grants so that graduate students have the ability to find employment by doing research projects.

   Revised: The administration solicits, collects and distributes graduate research grants for graduate students.

2. I write to you to let you know about our new phone policy that has been discussed and decided upon.

   Revised: We have decided upon a new phone policy.

3. A new rod is necessary to insert into the machine.

Revised: The machine requires a new inserted rod.

4. Fluoride has been banned for use in AC units. This has lessened the ozone layer's depletion.

Revised: Fluoride has been banned for use in AC units, lessening the ozone layer's depletion.

5. The financial analyst decided to try and determine the outcome of the market which was very unpredictable.

Revised: The financial analyst tried to determine the outcome of the unpredictable market.

练习 1-3: Wordiness

Change each of the following sentences to reduce the wordiness.

1. Each product on the market has a limited period of time of life.
2. You may be interested to learn that there are a number of references in the literature citing support for this research study.
3. The reason why we had a disaster is because in the month of April the project team did not cooperate together to come to a consensus of opinion on the necessary requirements for the procedure.
4. This is to let you know that you should feel free to use your credit card for the purpose of purchasing household items for a period of 60 days.

英语中像 "basically", "essentially", "as a matter of fact"（这些词叫做 "filler words"）这些字并没有实际意义。Academic speakers 经常使用这些词，但是专业论文中要避免使用这些词。"in general" 或者 "overall" 有时候可以用来代替以上的 "filler words"。

可以删减 "It... that..." 句式。读者通常感到类似 "It is interesting to note that..." 的句子很啰唆。以下例子中的句式应该避免，用 "Apparently", "Because", "The cause may be" 代替这些句式可以达到更简明直接的效果。

- It is not impossible to imagine that...   • A not unlikely cause could be that...
- It seems that there can be little doubt that...

- In light of the fact that...
- It would thus appear that...

- It is considered that...

【原则之三】

1.3 首先陈述主要论点 (Put Major Points First)

　　这和中文写作中"开门见山"的方法是一致的, 将背景和细节放在主要论点之后。读者在阅读具体细节之前总是想知道文章或者段落的论点。"Academic Writing" 采用一种叫做 "direct, up-front approach" 的方法。比如, 在介绍部分或梗概部分中说明主要论点, 这样读者如果对论文的论点不感兴趣, 可以不再阅读后面的部分。一些国际期刊的美国评审人总结, 中国学者的论文 "can be compared to painting a picture. The main points （pictures）slowly emerge as more and more details are added. Finally, by the end of the paper, the full picture is revealed and the reader understands the message (overall picture)." 运用这种写作风格写专业论文是达不到理想效果的。相比之下, 标准的美式学术论文, 要求首先描绘一个微型的整体构架图, 说明该论文的写作目的、主要论点、文章结论, 然后再从头至尾, 详细介绍背景和细节。

　　这个"开头提出主要论点"的写作原则在英文信件和 e-mail 中同样有效。美国的论文作者通常第一句话就进入主要内容, 如果有必要的话, 接下来再介绍背景, 而很少在 e-mail 中以背景介绍开始 "My name is... " 或 "I am from... "。下面的练习题就是一封典型的中国式 e-mail。

练习 1-4: Main message first

Answer the following questions about this e-mail. Then rewrite the e-mail according to the above principle of putting the main message first and eliminating unnecessary background.

Dear Sir:

My name is Lisong Li. I am from China. I am a student at Tsinghua University and will graduate next year with a degree in Mechanical Engineering. I have been looking at your Ph. D. program in Mechanical Engineering at your university. I would like to receive more information about your program. Thank you for your consideration.

Sincerely,

Lisong Li

1. What is the main message of this e-mail?
2. Where would an American audience expect to find this message?
3. What details would an American audience want added in this e-mail?

在"Academic Writing"中，主要论点叫做"thesis statement"。按照许多其他国家包括中国的写作风格，"thesis statement"通常出现在论文中间或者文章最后的结论（conclusion）中，但是美国模式的"Academic Writing"的"thesis statement"总是出现在开头（introduction）部分，而且经常是"开篇第一句"。

练习 1-5：Main idea

In the following research paper communication styles are introduced:

This study examines cross-cultural communication strategies used by Chinese and American participants. As relations between the United States and China grow increasingly closer, more interactions between Americans and Chinese are seen in business as well as in informal situations. In addition, the past several years have seen the number of Chinese students studying in the United States increasing dramatically which requires more verbal interaction between students of the two cultures. Examining the communication problems that may occur between these two groups include not only language differences but also the different framing strategies used for group discussions. For example, Chinese participants report that Americans promptly begin and end a group discussion while the Chinese participants may want to talk about procedural matters before the discussion begins. Also, when giving reasons for a point, Americans often frame their reasons as "one, two, three" while Chinese participants often frame their reasons as "storytelling". Understanding the communication characteristics, expectations and motivations of participants from different cultures may help us understand the differences and predict potential points of conflict.

1. Where is the main point?
2. What is the purpose of the middle sentences?
3. How does this introduction end?

非英语母语作者除了经常违背"首先提出主要论点"的原则，还倾向于使用很长的介绍性句子，以下几个规则可以帮助大家克服这个毛病。

6

规则① Place the most important （main）subject and / or clause at the beginning of the sentence to emphasize the main message.

规则② Avoid the tendency to place prepositional and other long phrases that indicate time （or even adverbs that indicate time）at the beginning of the sentence.

英语中严格定义的过去 / 现在 / 将来时态应该得到充分、有效的利用。以下例句以强调 "Currently"，"In the past" 作为开始，达不到好的效果，因为 "Currently"，"In the past" 在句子中没有任何必要，显得很累赘，甚至会让读者感到很迷惑，因为句子本身的时态已经足够表达清楚了。

- Currently, the company is planning to move its operations to Beijing.
- In the past, companies have been too cautious about moving into new markets.

规则③ Avoid the tendency to place prepositional and other phrases that indicate comparison at the beginning of the sentence; avoid beginning the sentence with the purpose, condition, location or reason before stating the main idea.

这是因为把这些短语放在句首会把句子的 "main point" 推迟到句尾。为了强调 "main point"，达到直截了当的效果，不要推迟 "main point" 的出现。

- Compared to native writers of English, most non-native writers tend to be more indirect.

  Revised: Most non-native writers tend to be more indirect than （or compared to）native writers of English.

- In order to avoid prosecution, the defendant lied to the jury.

  Revised: The defendant lied to the jury in order to avoid prosecution.

- Due to the severity of the storm, many residents boarded up their houses.

  Revised: Many residents boarded up their houses due to the severity of the storm.

另外 "For the sake of"，"If / When phrases"，"As a consequence of" 也是经常被过多使用的开头短语。

练习 1-6：Main idea at the beginning of sentences

Rewrite the following sentences using a subject-verb-object construction, putting the most important information first.

1. In order to avoid the consequences of the poor economy, many of the workers were laid off.
2. Even though many of the students failed the test, the professor encouraged them not to drop the class.
3. There are two sources of funding that we have available for your research project. (Hint: start with "We have")
4. To prevent us from possibly losing large sums of money, our bank now requires verification of any large check presented for immediate payment.

论文作者需要知道如何强调论点才能有效地表达研究结果，为了充分强调重要信息，请体会和借鉴如下方法：

方法① Omit or reduce the amount of less important information. Provide less important information only if it is necessary for understanding the key points. The more "noise", the more difficult it is to focus on the message.

方法② Use dependent clauses to subordinate less important information.
For example:
Weak: Jupiter has an enormous size and gravity (background), and so the Galileo probe steadily gained velocity as it approached the planet (main point).
Improved: Because Jupiter has an enormous size and gravity (background), the Galileo probe steadily gained velocity as it approached the planet (main point).
"after, although, as, because, before, despite, even though, since, when, while" 都是常用的从属连词。尽管上面两个例句中信息的顺序是一样的，但是改进的句子提供了一个理解论点的原因，而原来的句子让读者感到所强调的是"Jupiter is large"。

方法③ Tell readers what information is important (or less important).
For example:
The most important finding of this study is...

One of the most important findings of our study is...

The most unusual aspect of... is...

There were no important changes in...

方法④　Repeat important information.

重要信息应该多次重复，这样读者在跳读过程中能够领会到论文的重要论点。重要信息可以在以下部分重复和强调：title; abstract; discussion（perhaps twice in this section — in the beginning and again at the end）; individual paragraphs（stated as a topic sentence at the beginning of the paragraph and as a concluding idea at the end of the paragraph）

方法⑤　Avoid burying important information in the "middle" of a sentence or paragraph, where it becomes invisible to the reader.

Power positions:

at the begining of a sentence, paragraph, or section（most common option）

at the end of a sentence, paragraph, or section

Weak positions:

in the middle of a sentence, paragraph, or section

words in parentheses

adjective or noun in the middle of a sentence

方法⑥　Avoid weak references by overusing "it is considered that... ", "it is important to note that...", "it has been suggested that... " or similar phrases that take the focus away from the message.

e.g., It has been considered that this method assesses explicit memory... (Bauer, 1995; Mandler, 1990; Meltzoff, 1990; Bauer & Mandler, 1992).

Revised: This method assesses explicit memory...

Or: Several researchers have used this method to assess explicit memory...

【原则之四】

1.4 避免使用谦虚、礼貌、恭敬用语（Avoid Words of Humility, Modesty, Politeness, and Esteem）

英语专业论文中不应该出现表示谦虚和赞扬的用语，当然也不能使用刻薄讥讽的词汇，作者需要对他人的相关工作进行客观的评价，但是无论是正面还是反面的评价，都应该保持中肯的态度，避免使用表示极端态度的用语。"American academic writing" 的写作风格直接 （straight forward / direct），这与美