

“Writing is easy, all you do is sit staring at blank sheet of paper until the drops of blood form on your forehead”

Gene Fowler

WRITING A REPORT

By Ivanova MN

A survey report is ...

.... a piece of writing presenting and analyzing the results of research concerning reactions to a product, plan etc, including general assessment, conclusions and/or recommendations

A SURVEY REPORT CONSISTS OF:

- ▣ ***An introduction***

in which you state the purpose and content of your report

- ▣ ***A main body***

in which all information collected on the topic is presented in detail under suitable subheadings

- ▣ ***A final paragraph***

in which you summarize the points mentioned before, adding your recommendation or suggestion(s)

Points to consider

- The info may have been gathered in a **survey/poll** or compiled from official **statistic data**, and may reflect the opinions/preferences of the general public, a particular group of people, a random sample of population etc.
- The info may be presented in the form of **facts** (numbers, percentages and proportions) or **generalisations** (This indicates/suggests/implies that...)
- **Present tenses** are normally used to present **generalisations**

KEY FACTORS INCLUDE MAKING SURE WHAT IS WRITTEN ARE:

- □ **Brief**; or at least as brief as content and purpose allow
- □ **Clear** and understandable
- □ **Precise**, saying exactly what you want (and not including lots of extra material)
- □ In **their language** (at an appropriate level of technicality)

Are you intended to...

- 0* inform and/or explain
- 0* recommend
- 0* motivate
- 0* prompt or play a part in
debate
- 0* persuade
- 0* instruct

Keep your readers in mind

- Who the report is for
- Whether they form a homogeneous group (and, if not, what sub-groups are involved)
- The reasons they want or need the report (even if this will have to be explained to them)
- What content they will want included, and in what detail
- What they will not want included

The layout of the pages

- Space between the lines

- Typeface and size

 - Emphasis

 - Numbering

USEFUL LANGUAGE

Straightforward

- * Short words
- * Short phrases
- * Short sentences
- * Paragraphs of the same length

To begin reports...

• Handout 1

To end reports

• Handout 2

References

1. Evans Virginia, Successful writing proficiency
Express Publishing, 1998
2. Patrick Forsyth, 30 Minutes to write a Report
Kogan Page, 2000