

“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:

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- ▣ ***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