

“A Guide to Case Analysis” downloadable here:

<http://www.albany.edu/faculty/vanness/682/GuideCase.pdf>

Critically analytical writing guidelines

(Source:<http://www.bradford.ac.uk/academic-skills/media/academicsskillsadvice/documents/academicsskillsresources/criticalthinking/teach-yourself-critical-analysis.pdf>)

Critically analytical writing attempts to:

- get under the surface of a the particular situations/problems stated in the assigned case reading
- discover the possible reasons behind it;
- break it down into the various facts and questions of which it essentially consists;
- examine the strengths and weaknesses of different ideas about it, and any evidence relating to it
- try to support your considerations by quoting references and sources found out

Descriptive writing VS Critically analytical writing

- states what happened VS identifies the significance
- gives the story so far VS weighs up one piece of information against another
- says how to do something VS argues a case according to the evidence
- notes the methods used VS identifies whether something is appropriate or suitable
- explains how something works VS indicates why something will work (best)
- says when something occurred VS identifies why the timing is of importance
- lists in any order VS structures information in order of importance
- states links between items VS shows the relevance of links between pieces of information
- gives information VS draws conclusions

Here are six rules you can follow when preparing written work.

1. Identify the focus of the assignment – it is crucial that you read assignment questions or briefs closely and thoughtfully, in order to ensure that your work clearly addresses the requirements of assessment.
2. Identify your own point of view – arrive after reflection at a judgement regarding your own view of the issue to be discussed.
3. Consider how you will communicate that view to your readers persuasively – how might you present your argument with maximum impact?
4. Find the proof – remember that you will need to substantiate your argument throughout with reference to relevant research.
5. Engage in debate – as well as presenting different perspectives, consider their comparative strengths and weaknesses. Which perspective is the most convincing, and why?
6. Structure your argument – always remember to organise your material so that it flows logically.

Other useful guidelines

<http://www.academicinfocenter.com/an-oral-defense-preparation-and-presentation.html>

<http://www.drpaulwong.com/how-to-prepare-for-the-oral-defense-of-your-thesisdissertation/>