

REPORT WRITING

The Principle Differences Between Report & Essay Writing

- The principles for researching, drafting, editing and rewriting a report are the same as those described above for essay writing.
 - 1) Understanding the Essay / Assignment Title:
 - 2) Initial Plan, Identifying and Gathering Information
 - 3) Organise information
 - 4) Main Outline of Essay
- Essays flow as continuous text whilst reports are separated into clear sections.
- Essays present an argument, ideas or discussion whilst reports are a presentation of the current information and data available on a subject.
- Essays discuss, evaluate and compare ideas or concepts about a specific topic. Reports outline information available, define a problem or situation and often give recommendations for future action.
- The main difference between a report and an essay is the overall structure.
- A report can be written from two perspectives
 1. Inductive - A particular case or theory leading to a General conclusion.
 2. Deductive - General picture or theory applied to a particular case

Inductive

Title Page
Introduction
Discussion
Conclusions
(Recommendations)
References

Use if you want to lead readers through your argument and convince them of your decision.

Deductive

Title Page
Introduction
Conclusions
(Recommendations)
Discussion
References

If you want to present findings first and discussion last

Main Outline of a Business Report

Conventional outline includes

- Title Page
- Executive summary
- Table of contents
- Introduction
- Conclusions
- (Recommendations)
- Discussion
- References and Appendices

Write First Draft Report

Title Page

- Title of the report.
- Name of author submitting report.
- Name of client or person to whom the report is being submitted.
- Date of submission.
- Extramural paper title and number.

An Executive Summary

- This is used only within a business concept
- Summarises the aims, objectives and main findings of the report.
- A comprehensive overview of the report aimed at busy business managers.

Table of Contents

- See below

Introduction

- Describes the subject of the report.
- Defines objectives of the report.
- What you are investigating (subject)
- Why you are investigating it (the purpose).
- Outlines the issues discussed (the content of the report)
- Defines terms used in the report e.g. GDP
- Makes a general statement about the conclusion of the report
- Comments on limitations of report or scope for further study

Conclusion

- Should relate to the objectives in the introduction and detailed in the discussion.
- What do you conclude from the information gathered?
- Conclusion should be presented in the form of a numbered list.
- The most prominent key concepts or issues are covered first.
- Should introduce all key points, issues and concepts to be covered in every paragraph of the discussion be addressed.
- Outlines the significance and impact of each key point.

Recommendations

- What action is suggested as a result of your conclusion?
- Recommendations should also be presented in the form of a numbered list
- This needs to be clear and concise
- Again respond to every paragraph systematically.

Discussion

- Clear and concise outline of the information available
- Clear key point per paragraph which explains your conclusions
- Analyze the implications and significance of your findings
- Illustrates the benefits of your recommendations
- Evidence or theoretical arguments supporting your case can be referred to.
- Discussion needs to be divided into clearly numbered paragraphs with headings and sub-headings.

References

- See your course administration handbook, as it will outline the referencing system your course coordinator requires you to use.

Appendix or Appendices

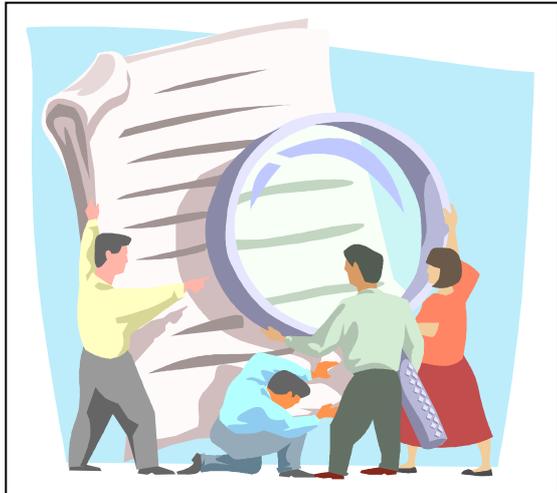
- Any additional information that could not be put into the body of the report such as substantial tables of data, journal articles, brochures etc

<u>Sample of Table of Contents</u>	<i>Page</i>
Executive Summary/Abstract	i
Table of Contents	ii
1. Introduction	1
1.1 Purpose of Report	
1.2 Research Methods	
2. Discussion	
2.1 New Zealand	3
2.1.1 Legislation	
2.1.2 Marketing Communication	
2.2 Australia	10
2.2.1 Legislation	
2.2.2 Regulations	
2.2.3 Marketing Communication	
2.3 United States of America	15
2.3.1 Legislation	
2.3.2 Regulations	
2.3.3 Marketing Communication	
3. Conclusions	19
4. Recommendations	20
5. References	21
6. Appendix A: Title	23
Appendix B: Title	27

Main Outline of a Research Report

Conventional Research outline

- Title Page
- Table of contents
- Abstract
- Introduction
- Materials & methods
- Results
- Discussion
- Conclusions
- References
- Appendices



Abstract

- This is found at the beginning of the report but is written at the end.
- This is approximately 100-word summary of the purpose, methods, findings, results and conclusions of the report.
- Summarise the entire report body the introduction, discussion, conclusion and recommendation

Introduction

- State the problem, reasons which justify your explanation and Your hypothesis.
- What are the objectives of your study?

Methods

- Includes your methodology. The design of your experiment or research.
- Includes the materials used, population studied and statistical techniques used
- Explains in detail the procedure of your research. What you did and how.
- There needs to be enough detail so your research can be duplicated.

Results

- All the results of your research should be displayed in this section.
- Results should be presented in a neat and precise manner.
- New results should not appear in any other part of your report.

Discussion

- Discussion is similar to a business report but direct reference should be made to your results rather than your conclusion
- All Key points should be clearly outlined, explained and supported through your results and/ or theory.
- Implications of key points or issues, relevance, usefulness and limitations should be included.

Conclusion

- As in a business conclusion except you must relate your results and discussion to your hypothesis.

References

As in the business report

Appendices

Include graphs, maps tables related to your research.

Should be numbered and relevant