



Sample Paragraphs

Sample Paragraph 1

The portrayal of female officers on television has been shown to influence public perceptions of male and female police officers (Goodall, 2012). Female officers are often presented in a caring role rather than a crime fighting role and frequently as a character who is subordinate to a male officer (Callais and Szozda, 2006). As Davidson (2012) notes, police TV shows overemphasise crime fighting and the use of physical force in every day policing in an attempt to produce interesting programmes: this association of strength with successful police work may reinforce public concerns about female officers' physical capacity for police work. The caring role of police officers is hinted at in a number of ways. In a study of the portrayal of female officers in US police reality television programmes, Rabe-Hemp (2011) found that the marital and parental status of female officers is often emphasised which may highlight the perceived deviation from gender norms and the difference between male and female officers. She also points out that female officers tend to be shown discussing gendered issues such as motherhood, as opposed to male officers who were primarily discussing work-related issues. This may present male officers as more focused and dedicated to their police careers than women, whose priorities appear to be divided. Cox (2012) obtained similar findings in another US study about reality programmes. Such depictions on TV encourage stereotypical perceptions of the work of male and female police officers as not having equal value or attracting equal status.

The first sentence introduces the focus of discussion in this paragraph.

If the writer just said "*Davidson (2012) notes that...*," she would simply be reporting the source. "*As Davidson (2012) notes,...*" is a way of showing that the writer agrees with Davidson.

The rest of the paragraph provides research evidence to develop this argument.

The final concluding sentence refers back to the issue identified in the first paragraph



Sample paragraph 2

¹ Strategic planning is very important for effective tourism and hospitality management ³ (Hall 2000; Inskeep 1991; Mason 2003). ² **Hall (2008) argues that** planning enables destinations to differentiate themselves successfully from others to enhance their competitiveness and extend their tourism product life cycle. From the broader perspective of sustainability, planning is essential to minimise the negative impacts of tourism on destinations, communities and environments **(Hall 2008; Manson 2003; Ruhanen 2010)**. ⁴ It is therefore important that appropriate strategic planning processes are in place at all required levels in tourism management to achieve these planning objectives. ⁵ **Hall (2000, p.7) stresses that** planning is both a decision- and policy-making process that involves 'bargaining, negotiating, compromise, coercion, values, choice and politics'. These processes have to be organised in sequence (Williams 1998). They must also be directed towards the future through setting goals and objectives **(Gunn 2002; Hall 2000; Inskeep 1991)**. **Gunn (2002) differentiates** four goals that should be achieved through effective tourism planning: enhanced visitor satisfaction, improved economy and business success, sustainable resource use and community and area integration.

¹ The first sentence signals to the reader the focus of the paragraph – the importance of strategic planning (SP).

³ The use of multiple sources in brackets at the end of the sentence show that

- there is broad agreement across the literature about the importance of strategic planning
- the writer has read broadly

² The writer then provides evidence for the importance of SP, using a variety of sources and citation formats .

⁴ The writer is not referring to a source here – she is signalling a shift in the focus of the text to planning processes. This signalling function is one way that writers put their "voice" into an academic text.

⁵ The writer is now starting to analyse the planning process using a variety of sources.