

# What is the purpose of academic writing?

- Who reads academic writing? Why?
- Who writes academic papers?
  - What (kind of) information do writers communicate?
  - If academic writing is about argument, what is the writer's goal?
- How do audience & purpose effect content & style?




**CONTINUUM**



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## **The virtual ideal: Virtual idols, cute technology and unclean biology**

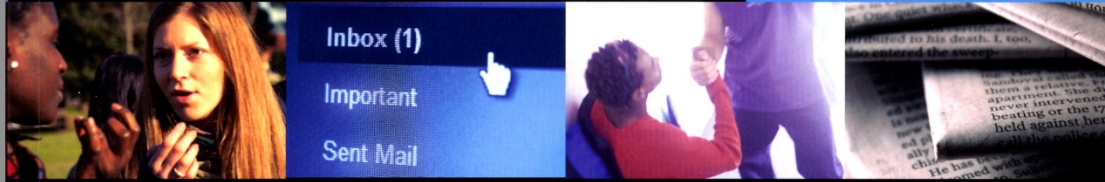
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### **Introduction**

The virtual idol, a computer-generated media starlet largely confined to Japan, takes the logic of corporately managed celebrity and simplifies it to the point of caricature. However, despite the simplicity of the motivations behind virtual idol production, this figure also constitutes a point of intersection for discourses of femininity, technology and corporeal aesthetics. Part machine, part cartoon character, part media-disseminated pop star, part toy, part pin-up girl, part game, part doll, part puppet ... in the design, function and aesthetic evaluation of the virtual idol can be seen an interplay of seemingly quite disparate themes, each of which has a much wider resonance in the culture of contemporary Japan, but also elsewhere in the post-industrial world. What is most striking is that, when placed within the larger context of simulations and affectations of femininity, the streamlining of technology and the design of cute consumer goods, these differing discourses reconnect through a set of shared concerns, anxieties and aesthetic judgements about the human body. The virtual idol can be seen to quite literally embody the interplay between these three areas.

2nd Edition



# Introducing Language in Use

A coursebook



Andrew John Merrison, Aileen Bloomer,  
Patrick Griffiths and Christopher J. Hall





# INTRODUCTION

This book is an introduction to how **language** is used in infinitely intriguing ways and how even detailed analysis of these areas can be fun and fascinating. We focus unashamedly on language. However, while it is a particularly important part of **communication**, we unreservedly accept that the **context** (linguistic and non-linguistic) within which language is used is crucial for understanding how it is being used and what meaning is being expressed. We also recognize that language use is problematical – it is not as simple as many would like to believe. Recently a UK newspaper had as a headline on an inside page:

Green Giant Vegetable Champion

and if all you do is look at the words, then ambiguity abounds. Can a vegetable be a champion? Is it a giant vegetable or a giant champion? What is green (the giant, the vegetable or the champion)? To be fair to the newspaper, they partly resolved the ambiguity by printing the following headline on the next page:

平成 24 年度学位申請論文

**Prox1 overexpression of Hela cells inhibits PKC beta II  
transcription through promoter DNA methylation**

(子宮頸癌細胞株 Hela における Prox1 過剰発現はプロモーター領域のメチル化を介して PKC-beta II の転写を抑制する)

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医療技術学専攻

## Abstract

Prospero-related homeobox 1 (*PROX1*) is important for embryonic organ formation and differentiation, and changes in PROX1 activity were recently associated with cancer. To address the PROX1 roles in tumorigenesis, we established cells stably overexpressing PROX1 using the human cervical cancer cell line, HeLa. Overexpression of PROX1 reduced cell proliferation and the rate of tumor formation as compared with controls. Comparison of gene expression profiles between PROX1-overexpressing and mock-transfected cells revealed that the expression of protein kinase C  $\beta$ II (*PRKCB2*) is down-regulated in PROX1-overexpressing cells. A PRKCB inhibitor suppressed cell growth of control cells more than PROX1-expressing cells. Analysis of the 5'-promoter of *PRKCB* revealed that a region between -110 bp and the first exon contains two Sp1 binding sites and is important for transcriptional regulation of *PRKCB*. The inhibition of Sp1 transcription factor resulted in down-regulation of PRKCB2 protein levels. Treatment with a demethylating agent, 5-aza-2'-deoxycytidine, restored *PRKCB2* mRNA expression in PROX1-expressing cells, suggesting



	<b>Audience</b>	<b>Purpose</b>	<b>Tone, style, and content</b>
<b>Journal article</b>			
<b>Introductory textbook</b>			
<b>Graduation thesis</b>			



# What is the purpose of academic writing?

- Have a thesis statement / claim / research conclusion / main finding
- Convince readers it is true / worthwhile / reasonable / an advance
  - Make a logical argument.
  - Support it with evidence.
- It's not about you as an individual. It's about science (or critique, or political argument 等).

# How do I get there?

- READ and UNDERSTAND relevant work in your field.
  - Understand the conclusion (thesis).
  - Think critically about the argument.
- Before you write, THINK about what you know and why it matters to your audience.

# Major Assignment 1

- Select a published paper in your field.
- Analyze *how* it communicates.
  - What is the conclusion?
  - What is the argument? the data?
  - What are the paper's strengths? weaknesses?
- Give a 10 minute oral presentation.