

7. Avoid Addressing the Reader As "You"

Example
You can see the results in table 1. → The results can be seen in table 1.

Exercise 7

Rewrite the following sentences to make them more formal.

1. You can apply the same theory to any industry.

2. When Coca Cola first started in business you could buy the drink from soda fountains.

3. You can only ask the employees to do any work when they have been properly trained.

8. Use "I" and "We" Carefully

"I" has four common uses

"I" should be used sparingly and only in special circumstances. You should avoid, for example, introducing each judgement you make with expressions such as "I think", "I believe", "it seems to me", and so on.

1. Use "I" when you need to make it clear to the reader that the judgement is your own, rather than that of an author you are reporting. Or you can use it when you want to emphasise where you stand with respect to another writer on the same subject. For example, you may want to agree, question, reformulate etc. e.g., *Therefore, I argue that this is one of the main reasons why the government ...*

2. Use "I" when you want to emphasise your own degree of confidence in the outcome of your argument.

e.g., *Given the lack of evidence, I think it is difficult to draw a conclusion.*

3. Use "I" when you want to tell your reader how you propose to proceed, or what you intend to do next

e.g., *I shall attempt to outline the ... I have defined profitability as ... Before concluding I shall explain the reason for ...*