- It demonstrates good mechanical skills, including grammar, spelling, and punctuation.
- It is well organized, with main ideas introduced early on and defended, complicated, and refined through the paper.
- It is coherent and unified.
- It explores and explains worthwhile content.
- It is free from filler phrases, verbal tics, and space-wasters.
- It is aware of its audience.
- It situates itself within a discipline, discourse community, or scholarly field.

Academic writing is specific and deals with facts, not assumptions. Consider these two statements:

- *At university students are expected to write academically.*
- *At James Cook University, students are expected to write academically by using formal language, clear structure and referencing.*

It is based on critical judgments of ideas rather than an appeal of emotions. However, personal comments and viewpoints are expressed in some areas of research. Moreover, clarity is also necessary to convey the intended idea in a straightforward tone. Pretentious statements are not necessarily meaningful. Consider this statement: *"The research referred to herein showed a multiplicity of factors that contributed to the multiple findings which indicated…"*

Consider this examples: