



## **WRITING GENRE PATHFINDER FOR BUSINESS ADMINISTRATION**

A Writing Genre Pathfinder is a guide to creating search strategies to find periodical articles related to a specific genre. These articles will also be related to your technology and used in your metacognitive analysis or discourse communities.

1. On the Delaware Tech Library Services web page (<http://library.dtcc.edu>), click on “Online Databases.” Next, click on “EBSCOhost” (a periodical database service) then on “EBSCOhost Web.”
2. Select one or more of the following full text databases, depending on your technology, by clicking on the box to the left of the database name, then clicking on the “Continue” button:

**Academic Search Premier**  
**MasterFILE Premier**  
**Business Source Elite**  
**Regional Business News**

3. Type your topic into the “Find” box followed by the word “AND” along with one of the keywords from the bulleted lists related to your assigned metacognitive analysis genre. The topic you choose should be related to your technology but not the name of the technology itself.
4. Limit your search by clicking on the box next to the words “Full Text.”
5. Press “Enter” on your keyboard or click on “Search” to bring up the list of titles (Result List).
6. Click on a title to see the bibliographic detail screen, which includes an abstract of the article.
7. Click on the “Full Text” link to see the entire article. An HTML Full Text article will not contain the original page numbers or any of the original images included in the article. A PDF Full Text, on the other hand, will contain all of the original page numbers and images. It will look identical to the original article.
8. To print or email an article, use the blue “Print” or “E-mail” icons located above the article’s title. **If printing in the library, printouts are \$0.10 cents/page.**
9. Click on the “Result List” button on the EBSCOhost menu bar to return to the list of titles.
10. When you are finished with your research, be sure to completely log off the computer.

**EXPLAINING A CONCEPT** - defining for readers the meaning and importance of key ideas.

**Keywords:**

- Cause
- Describe
- Explain
- Theory
- Compare and contrast
- Define
- Effect
- Illustrate

**Examples:**

**Technology:**

- Accounting
- Banking
- Customer Service Management
- E-Business
- Hotel Restaurant & Institutional Management
- Human Resource Management
- Management and Marketing
- Management Information Systems

**Possible Topics:**

Trial balance, Cost accounting, Dividends  
Interest rates, Balance sheets, Asset management  
Relationship marketing, Customer competence  
E-service, Digital advertising, E-commerce  
Unique selling proposition (USP), Themed lodging  
Compressed work week, Outsourcing, Telecommuting  
Market segmentation, Direct marketing  
Five forces model, Total quality management

**CAUSE OR EFFECT** - arguing to convince readers that certain causes or effects plausibly explain some event, trend, or phenomenon.

**Keywords:**

- Cause(s)
- Effect(s)
- Trend(s)
- Consequence(s)
- Change(s)

**Examples:**

- Causes of business reorganization or outsourcing
- Effects of the increase of online services

**POSITION PAPER** - arguing to convince readers to accept or seriously consider your position on a controversial issue.

**Keywords:**

- Controversy
- Argument
- Oppose
- Support
- Debate
- Ethics / Ethical
- Opposing view(s)
- Supporter(s)

**Examples:**

- Controversial issues regarding Affirmative Action or Equal Employment Opportunity
- Debates regarding labor unions or corporate reform

**PROPOSAL TO SOLVE A PROBLEM** - arguing to convince readers to accept or seriously consider your proposed solution to a problem.

**Keywords:**

- Answer
- Feasibility
- Models
- Problem solving
- Resolution
- Surveys
- Design
- Implementation
- Planning
- Proposal
- Strategies

**Examples:**

- Proposed solution to decrease the number of companies outsourcing or downsizing
- Proposed solution to increase the number of customers using online services