

# BODY, CONCLUSION AND ABSTRACT OF AN ARTICLE

PROF IM AMBE

DEPARTMENT OF ENTREPRENEURSHIP,  
SUPPLY CHAIN, TRANSPORT, TOURISM  
AND LOGISTICS MANAGEMENT



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# THE BODY IS AN INTEGRAL PART OF AN ARTICLE!

- Title (8 - 15 words)
- Abstract (100 - 250 words)
- Key words (4 - 7 words)
- Introduction (500 -1000 words)
- **Body (3500 - 4000)**
- Conclusion (500 -1000 words)
- References



More than  
60% of an  
article

**Articles are generally between 4000 words to 7000 words.**

**One size does not fit all!!**

**Depends of types of articles and journal requirements  
(empirical, case study, methodological or theory)**

# Composition of the body

The body of an article is composed of:

- Literature review (1000 – 2000 words)
- Methodology (500 – 1000 words)
- Results/findings } (1000 -1500 words)
- Analysis/discussion }

3500 – 4000  
words

# LITERATURE REVIEW AS PART OF THE BODY

The scope of the literature review:

- Depends on the topic, purpose;
- It needs to address the research objective (purpose) of the article;
- As part of the body (approx. 1000 to 2000 words);
- Number of references consulted should be between 20 and 50.

# Critical questions?

1. I am writing about? (**What**)
2. Because I want to illustrate/convince/prove (**What? Why? How?**)
3. In order to (**justify/rationale/contribution**) – (**why?**)
4. By (**how? –the method**)



# Why do we need a literature review

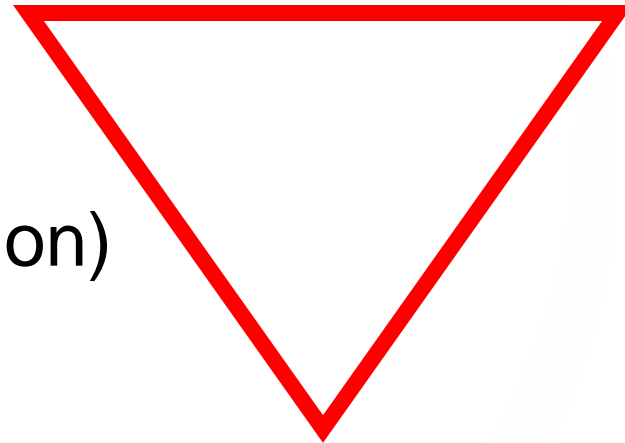
- An overview of the **present state** (status quo) of the literature relevant to the topic;
- Identifying possible **errors or omissions** in previous work;
- Identifying a **gap** in previous literature which would be filled by this article;
- **Justification** of a particular methodology
- Adding **new perspective** to the topic;
- Helping to **build argument**
- Justifying **the need** for the article;
- **Conceptualising** the field;
- Demonstrating a “**working understanding**” of the relevant literature.

# Structure of the literature review

- **Introduction**
  - Gives a quick idea of the topic of the literature review, such as the central theme or organisational pattern.
- **Body**
  - Contains your discussion of sources.
- **Conclusions/Recommendations**
  - Discuss what you have drawn from reviewing literature so far. Where might the discussion proceed?

# Organisation of literature review

- A general organisation looks like a funnel
  - Broader topics
  - Subtopics
  - Studies like yours (position)





# When writing the literature review, we need to meet the following criteria:

- **Coverage** of the field (all, most, some, only relevant)
- **Current** (up to date)
- **Contextualised**
- **Critical** appraisal (scholarly engagement)
- **Authority** (the experts in the field are included)

# Common errors in literature reviews

Some of the common errors in literature reviews are:

- **Exclusions** of landmark research (expert, seminal work)
- Author **domination** (too dependent on one author)
- Emphasis on **outdated** materials (currency)
- Adopting a **myopic** perspective
- Not being **critical**
- Lacking **synthesis**



# METHODOLOGY AS PART OF THE BODY



**PROFESSOR JOSEPH CHISASA (THE BIG JOE!)**

**RESULTS AND DISCUSSION AS PART OF BODY  
WRITING CONCLUSIONS AND ABSTRACT**

**SEE YOU THURSDAY MORNING  
(8:00 – 8:30 AM)]**





**WHAT WORKS FOR YOU?**

**Thank you**

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# **RESULTS AND DISCUSSION AS PART OF BODY**

**SCOPE OF THE RESULTS/FINDINGS – between 750 and 1500 words for a 5000 word article**

- **What should be involved?**
- **Discussion**
- **Structured according to methodology**
- **(questionnaires, interviews**
- **Quantitative (tables, graphs)**
- **Qualitative (quotations)**
- **Analysis of both individual and collective**
- **Analysis of quantitative data using statistical techniques**
- **Analysis of qualitative data using qualitative data analysis techniques**

# **GUIDELINES FOR REPORTING FINDINGS/RESULTS**

- **Should be concisely as possible and still provide enough details;**
- **Assume reader has basic knowledge of statistics (not necessary to over emphasis on basics)**
- **Use figures and tables in a clear and concise manner (do not repeat same information in table and figure; only have about 3-5 tables & 1-2 figures in the body);**
- **Make sure all tables and figures are properly interpreted;**





**What works for you?**

**Thank you**

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