

Academic Report (“BlackBerry”), Post-reading tasks

Company & Prompt

Describe the company’s history and growth and then give two reasons for the downfall of its mobile phone product line.

Structuring an Introduction paragraph

Use the table below to show which sentences carry out the functions of a typical Introduction paragraph.

Between 2005 and 2012, most business executives had BlackBerry smartphones. Analysts argue that BlackBerry was once the pioneer of the smartphone industry (The Economist, 2013). [1] The purpose of this report is to show how and why BlackBerry collapsed and stopped making smartphones in 2016. This topic is important because the story of BlackBerry could help other companies to avoid the mistakes it made. For a while, BlackBerry was the number one phone for business people (Fildes, 2016). BlackBerry was established in 1984 and is most famous for its 2002 smartphone, which had a keyboard for sending emails (Savor, 2016). This report will begin by providing some background information on the company. It will then analyse the two main reasons for its crash. Firstly, focusing on existing customers, not new ones. Secondly, being too conservative, not being at the cutting edge of innovation.

Elements of an Introduction paragraph	A. Introduce the general topic	[1] Between - and - / ...argue that...
	B. Background	
	C. Define key terms	
	D. Why the topic is interesting / important	
	E. Aim of the report	
	F. Sequence of the report	

* It will not always be the case that each of the above elements will be used for an academic analytical report’s Introduction.

Structuring a Conclusion paragraph

Use the table below to show which sentences carry out the functions included in the conclusion.

In conclusion, BlackBerry's story is one of a sharp rise (2005-2011) and then a sharp fall (2012-2015). The share price peaked at \$17bn but then crashed to around \$1bn in 2016. The first reason for the decline was too much focus on existing customers. The second reason was not being at the cutting edge of innovation. The topic is important because it teaches a lesson to all companies but especially technology companies. The lesson is: you cannot be too complacent and conservative. If companies do not take risk and make trends, they will fail. Therefore, Apple and Samsung must pay attention. [5]

Elements of a Conclusion paragraph	A. Re-state the report's aim	
	B. Summary (background, reason 1 and reason 2)	
	Personal opinion	
	Suggestions / Recommendations	
	Lessons learned	[5] <i>If, ... - they ... - / Therefore, ...</i>

* It will not always be the case that each of the above elements will be used for an academic analytical report's Conclusion.

Citation practice

In academic writing, citations are used for the following:

- (i) When citing facts and figures (numbers, dates and data);
- (ii) Describing research studies (and their findings);
- (iii) Relaying the opinions of experts and other commentators.

Find the citations in the model essay and decide why each is used

- 1. Citation: *(The Economist, 2013)* For: *(i) (ii)* Paragraph: *1*
- 2. Citation: *(Fildes, 2016)* For: *(i) (iii)* Paragraph: *1*
- 3. Citation: For: Paragraph:
- 4. Citation: For: Paragraph:
- 5. Citation: For: Paragraph:
- 6. Citation: For: Paragraph:
- 7. Citation: For: Paragraph:
- 8. Citation: For: Paragraph:
- 9. Citation: For: Paragraph: