

Paraphrase in a nutshell

University level assignments need to contain information and ideas from experts on the topic. However, your assignments must not be mostly made up of those experts' words. Copying the writing of others is not valued in UK universities. Taking the *ideas* of experts and putting them in your own words is valued. This is called PARAPHRASE. Paraphrase is your written version of someone else's ideas and facts. It is valued because it shows your marker that you understand what the experts are saying. Copying does not show understanding.

Paraphrase skills take time to learn. There is only one way to get better at it – practice.

Some examples of paraphrase are given below:

ORIGINAL

1. 'Generation Z has access to a wide variety of mentors in their field, many of which would love to connect with entrepreneurial-minded high school students' (**Schawbel, 2014, n.p.**).
2. 'People are a key organisational resource and a fundamental part of the market for goods and services' (**Worthington & Briton, 2009, p. 8**).
3. 'Some goods and services have substitutes – for example, viewing a downloaded film at home might be thought of as substitute for a visit to the cinema to see the same film' (**Begg & Ward, 2012, p. 30**).
4. 'To come up with truly creative products and unique ideas, great business leaders need to be independent thinkers' (**Goodman, 2013, n.p.**).
5. 'As Gupta and Lehmann (2003) and Reinartz and Kumar (2003) suggest, both offensive marketing (customer acquisition) and defensive marketing (customer retention) were affected' (**Ryals, 2005, p. 260**).

PARAPHRASE

- Current high school students with entrepreneurial potential have access to a range of experts who are keen to support them as they develop their ideas (**Schawbel, 2014**).
2. People are at the centre of organisations, as employees and as customers (**Worthington & Briton, 2009**).
 3. Goods and services may be replaced with alternatives (**Begg & Ward, 2012**), for example, purchasing home gym equipment rather than a gym subscription.
 4. Business leaders need to think in unconventional ways to generate new ideas and products (**Goodman, 2013**).
- TOO HARD TO PARAPHRASE, SO QUOTE:**
5. Ryals (**2005, p. 260**) states: 'As Gupta and Lehmann (2003) and Reinartz and Kumar (2003) suggest, both offensive marketing (customer acquisition) and defensive marketing (customer retention) were affected.'

NOTE 1: a reference list has not been included, but would be required in an assignment