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WORKSHOP – CREATIVITY IN ACADEMIC WRITING

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Creative Writing in the Academic Context

Creative writing and academic writing are not opposites but two sides of the same coin!

- Creative writing as a tool to help students get comfortable with writing without the rules and restrictions of academic writing.
- Creativity is also needed in academic writing (developing a research question that interests you, using apt metaphors, connecting ideas to one another, ...).



Creative Writing and Language Proficiency

Creative writing is not just helpful for becoming more comfortable with writing in general:

- Creative writing as a method for foreign language students to get comfortable with the language and extend their vocabulary.
- Success in creative writing boosts confidence and proficiency, which can then be translated into academic writing.



Freewriting:

A prewriting technique suitable for any kind of writing. It enables the mind to think outside the framework of formalities and conventions and helps to bring forth ideas that can be polished and used later. (Scheuermann, 2016)

1. Relax and forget about grammar and spelling rules.
2. Set a timer (5 minutes for warm-up).
3. Start writing and don't stop. If no words come keep writing the same word or sentence over again until they do.

→ **Focus sprint:** You can choose a topic to focus on for your freewriting.

Exercise (5 min)

- Think of your current writing project. What are next steps/ your core idea/ etc?
- Create a story/ poem/ write down your thoughts about the proverb „revenge is bliss“.



Freewriting: Morning Pages

Three pages of handwritten, stream of consciousness writing, ideally done first thing in the morning. It's not important what you write. Just anything and that pops into your mind. Try not to think about it too much. Just write. (Cameron, 2002)

Regularly writing morning pages can:

- Clear your mind
- Spark your creativity
- Silence your inner critic
- Reduce anxiety
- Become an idea generator



SCAMPER Technique

SCAMPER is a method for creative problem solving that can also be used in writing. Each letter can be considered an individual method and does not rely on the others.

S – Substitute

C – Combine

A – Adapt

M – Modify/Magnify/Minify

P – Put to other use

E – Eliminate

R – Reverse/Rearrange



SCAMPER: Example Research Topic/Question

S – Substitute: Substitute a concept/word for a similar one.

C – Combine: Merge new/ different aspects with ones you already have.

A – Adapt: Does the question work in a different specific context?

M – Modify: Shift the focus *on* or *away from* a specific aspect of the topic.

P – Put to other use: Does the question or elements of it work in a different broader context?

E – Eliminate: Delete parts of the question/ elements of the topic? Does it change something?

R – Reverse/Rearrange: Can you reverse the question or rearrange the elements?



References

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