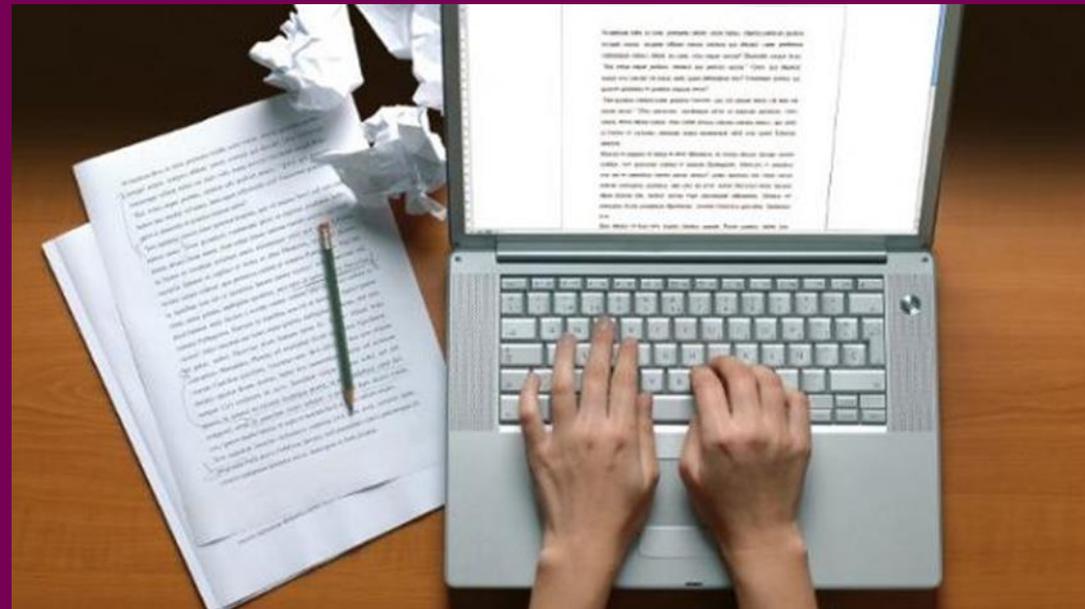


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# Writing an essay – introduction, body and conclusion



THE UNIVERSITY OF  
**AUCKLAND**  
Te Whare Wānanga o Tāmaki Makaurau  
NEW ZEALAND

**BUSINESS SCHOOL**



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# Where to get help with my writing?

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## Learning Hub

Access a wide range of resources to support your learning.

- Academic skills targeted to your needs for first year University of Auckland Business School courses
- Specialist staff to give you personalised support
- Links to all the face-to-face activities available to you



# Learning outcome

- By the end of this session you should be able to identify the key features of the introduction, conclusion and body of the essay.



# To write an effective essay you must:

- have a clear idea of what you are being asked to do
- gather information
- present your ideas/argument
- use the language and style most appropriate to the discipline you are studying and
- do all this in a limited time and limited word count.
- refer to the marking rubric



In doing this you will be using different academic skills:

decision making  
to focus your  
work

research skills

planning skills to  
produce a logical  
argument

writing skills used  
in a way suitable  
to your discipline

time management  
and the ability to  
work to deadlines.



# Deconstruct the question

## Task words

Sometimes called direction or instruction words  
Words that tell us what to do - instructions  
e.g. explain, evaluate, analyse, discuss.

## Topic words

Sometimes called content words  
Words related to the topic/ subject area that  
give you a focus for the task.

## Limit words

Words that put boundaries around the topic  
For example  
one example/Only two

# Structure of the essay

## Structure

An essay has three parts: the introduction, a body and a conclusion.

### Beginning

#### Introduction

- introduces topic/context
- states argument
- outlines main points

### Middle

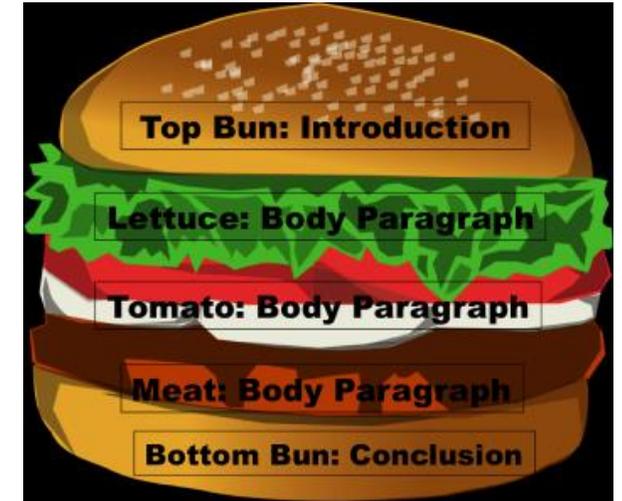
#### Body – paragraphs

- series of paragraphs that develop the argument
- each paragraph contains one main idea
- each topic sentence links directly to the argument

### End

#### Conclusion

- restates argument
- sums up
- relates to broader context



# Introduction

- Introductions are usually no more than 10% of an essay
- If you are writing a 1000 word essay then the introduction would be about 100 words
- Usually written after your main body



# Introduction content

- General statement on the subject/topic
- Statement of the perspective/ viewpoint (thesis statement)
- Relevant background information
- Brief summary of what you are going to present – your key points (maybe 3 or 4 points)- this is your roadmap (how you are going to answer the question)



# What is a roadmap?



- For example
- This essay will firstly discuss..... Next it will ..... Finally .....
- The body paragraphs should follow the same order as you have stated in your introduction (this is important for the reader to follow your discussion)

**NOTE: Should be clear and logical transitions between the introduction, body, and conclusion**

# Sample introduction

Mary-Anne, who is the CEO of Bio-Plastics Inc. believes that the company should disengage from the partnership with Lanos and purchase the American-based plantations (Kilkolly-Proffit, 2015). This position taken by Mary-Anne relates to both the shareholder and stakeholder theories and the impact this association may have on the firm. Firstly this essay will discuss the shareholder theory and its relationship to Mary-Anne's position. Then this essay will discuss the stakeholder theory and its relation to Mary-Anne's position. Finally in this essay I will explain why I disagree with Mary-Anne's position in relation to Bio-Plastics Inc. remaining sustainable.

Can you identify the elements of an introduction in the example?

# Conclusions

- They tend to be shorter than the introductions.
- Usually a summary of the main points in your essay
- Final comment that indicates you have answered the question

Video link

<https://www.youtube.com/watch?v=9ME797FmLnc>



Body – paragraph structure

Remember to **PEEL** your paragraphs

**P** – Main point: the topic sentence, which describes the focus of the paragraph

**E** – Explanation – elaborate - link to theory

**E** - Evidence, and examples that reinforce the main point

**L** – Concluding sentence - link back to the question

Let's look at the paragraph structure in the example essay



# Linking words (cohesive devices)

Linking words are used to link paragraph to paragraph and sentence to sentence

(Refer to handout)



# Language of discussion

When discussing ideas avoid personal phrases such as *in my opinion* or *personally, I think*

| Use impersonal phrases (3 <sup>rd</sup> person) | Avoid contractions – write out words in full                                     |
|---|--|
| It is generally accepted that                   | Won't – will not, Don't – do not, They've – they have                            |
| It is widely agreed that                        | Unspecific language  |
| Most people appear                              | Avoid <i>a bit</i> ; <i>a lot of</i> - use <i>somewhat</i> ; <i>considerable</i> |
| It is probable that                             |  |
| The evidence suggests that                      |  |

# Resources for essay writing

- <https://owl.english.purdue.edu/owl/resource/685/01/>
- <http://owll.massey.ac.nz/assignment-types/essay-planning-and-structure.php>
- <https://www.youtube.com/watch?v=o9aVjBHEEbU>
- <http://www.phrasebank.manchester.ac.uk/>
- Goodwin, J. (2014). *Planning your essay* (2<sup>nd</sup> ed.). Hampshire, England: Palgrave Macmillan

# Thank you



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