

Writing an academic essay

To write an effective essay you must:	In doing this you will be using different academic skills:
<ul style="list-style-type: none"> • have a clear idea of what you are being asked to do • gather information • present your 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 	<ul style="list-style-type: none"> • 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.

Key features of the introduction, body and conclusion

Sections	Features
<p>Introduction (about 10% of essay)</p>	<ul style="list-style-type: none"> • 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 - this is your roadmap(how you are going to answer the question)
<p>Body Presentation of discussion/argument Paragraph by paragraph</p> <p>PEEL</p>	<p>1. P- Main idea (topic sentence)</p> <p>E- Explanation/elaborate</p> <p>E- Evidence/examples supporting details-</p> <p>L - Concluding sentence – link back to the question</p> <p>2. P- Main idea (topic sentence)</p> <p>E - Explanation/elaborate</p> <p>E - Evidence/examples supporting details-</p> <p>L - Concluding sentence – link back to the question</p> <p>3. P - Main idea Etc.</p> <p>NOTE – Each main idea must link to the viewpoint/ perspective in the introduction.</p>
<p>Conclusion (tends to be shorter than the introduction)</p>	<ul style="list-style-type: none"> • Summary of the main points • Final comment linking to the question

Linking words (cohesive devices)

<p>Clarifying In other words In particular For example In fact For instance That is To be more precise To illustrate</p>	<p>Showing cause/result So As a result Then For that reason therefore Due to As a consequence/ Accordingly consequently Because of this</p>
<p>Indicating time then next afterwards at the same time in the end soon after a while later finally previously until then</p>	<p>Sequencing ideas Firstly/first of all Briefly To start with/to begin Finally/a final point Second, third, fourth In conclusion At this point Given the above Points To summarise/sum up</p>
<p>Adding information in addition also furthermore as well moreover and besides similarly/equally along with in the same way above all</p>	<p>Condition/Concession in that case even so otherwise at least however though nevertheless yet despite this on the contrary besides anyhow/anyway on the other hand</p>
<p>Contrast in contrast, on the other hand, conversely, however, nevertheless, meanwhile, on the contrary, despite, though, still</p>	<p>Compare/similarity in the same way, similarly, likewise, also, just like, to compare with, as, not only...but also, be similar to, the same as</p>
<p>Emphasise in fact, indeed, undoubtedly, obviously, particularly, clearly, generally, especially, admittedly</p>	<p>supporting information for example, for instance, in this case, to illustrate this, namely, that is, including</p>

Language of discussion

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

Use impersonal phrases	
It is generally accepted that	
It is widely agreed that	
Most people appear	
It is probable that	
The evidence suggest that	

When you are supporting your opinions with sources use phrases such as:

According to Emerson (2014).....	few companies have developed clear policies...
Poledna (2013) claims that	most employees benefit from flexible arrangements...

A sample essay

INTRODUCTION: Identify all the elements of a paragraph

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. (97 words)

BODY: Paragraph 1

Does this paragraph follow the PEEL structure?

The shareholder theory "encompasses the idea that the main purpose of business lies in generating profits and increasing shareholder wealth" (Pfarrer, 2010, p. 86). Hence those who are aligned with this theory believe that the most effective way to maximise shareholder wealth is through focusing primarily on actions which generate profit. Mary-Anne's advocacy of the idea to purchase the American-based plantations (Kilkolly-Proffit, 2015) is therefore strongly associated with the shareholder theory. In her support of this idea Mary-Anne stated that she believes the company "will continue to enjoy record profit and financial gain" (Kilkolly-Proffit, 2015, p. 4). Hence this statement directly correlates with the profit maximisation aspect of the shareholder theory. Additionally in her support of disengaging the partnership Mary-Anne does not consider the impacts that this will have on the current Lanos stakeholders who rely heavily on the income provided through this partnership (Kilkolly-Proffit, 2015). Currently the company promotes environmental, social and economic sustainability through supporting the Lanos government and community. However in not regarding these stakeholders and instead placing greater emphasis on increasing shareholder wealth she is aligning her position on Bio-Plastics Inc's future strategy primarily with shareholder theory. Mary-Anne's advocacy of the American-plantation may increase profit in the short run due to reduced transportation costs because the company no longer has to ship felled trees from Lanos to America. However in the long-run Bio-Plastics Inc's reputation surrounding sustainability may diminish hence eventually reducing profit, however I will discuss this in more depth further on.

Paragraph 2

The stakeholder theory supports "the idea that a company should have an expanded role and responsibilities to other stakeholders besides its owners" (Pfarrer, 2010, p. 88). Therefore while similarly to the shareholder theory, the stakeholder theory has the main goal of profit creation, this theory supports the idea that this can be more effectively achieved through considering the needs of all stakeholders. Although it is almost completely aligned with the shareholder theory, Mary-Anne's position does slightly incorporate some aspects of the fact that the needs of American stakeholders are partially considered. Should Bio-Plastics purchase the American plantations this will positively impact the American community as well as economic and social sustainability. This is because this purchase will create greater

American employment opportunities and will strengthen the US economy (Kilkolly-Proffit, 2015). Therefore while Mary-Anne's position does partially incorporate American stakeholders her primary focus remains the creation of profit. In fact the argument that she primarily supports the shareholder can be further illustrated through her involvement in the lucrative special executive package. This means that Mary-Anne herself is a shareholder of Bio-Plastics and hence will be incentivised to promote financial gain as this will result in personal financial success (Kilkolly-Proffit, 2015). Therefore to summarise while Mary-Anne does incorporate some stakeholder theory concepts her position remains primarily aligned with the shareholder theory.

Paragraph 3

However I disagree with Mary-Anne's position in relation to Bio-Plastics Inc.'s future strategy in order to remain a sustainable business. Corporate Social Responsibility (CSR) can be defined as "a form of corporate self-regulation that builds sustainability and public interest into business decision making activities" (Mckee, Kemp, Spence, 2012, p. 553). While Mary-Anne's position seems to support CSR as can be illustrated through her assertion that the decision to purchase the American plantation will not diminish but instead redefine the company's reputation for sustainability (Kilkolly-Proffit, 2015). ...

CONCLUSION

In conclusion Mary Anne's position can relate to both the stakeholder and shareholder theories, however is primarily aligned with shareholder theory. Due to the fact that Bio-Plastics Inc. has based their company image and hence consumer market on sustainability I believe they should continue to source their materials from Lanos to ensure long-term business sustainability. If they choose the American plantation this may deter existing and potential employees, customers and community support.

(71 words)

Useful links for academic writing:

<http://www.uefap.com/>

<http://www.phrasebank.manchester.ac.uk/>

<https://www.lex tutor.ca/vp/eng/>

<http://writersdiet.com/test.php>

Grammarly:

If you haven't created your Grammarly account yet then sign up by following this link. Grammarly helps identify over 250 errors and gives you feedback on your writing.

<https://www.grammarly.com/edu/signup>



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