



TISHK International University

FASE | Accounting, Banking & Finance & IRD Departments
ACC 153/IRD 155 – Academic Research and Writing

Chapter 4:

Essay Writing

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What is an Essay ?

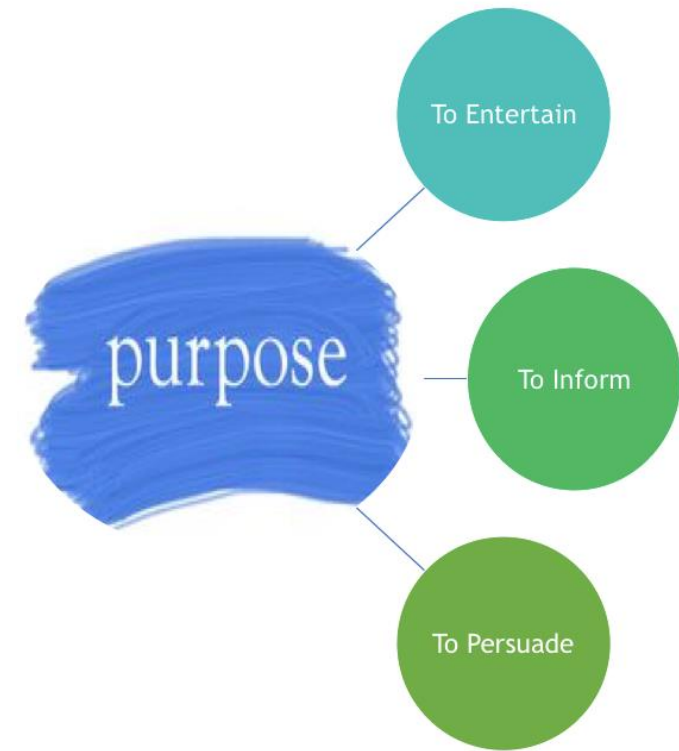
- An essay is a **"short formal piece of writing, dealing with a single subject"** It is typically written to try to **persuade the reader using selected research evidence.**
 - Essays are written by students and are likely to be read by one person only: their tutor. The essay can be set as a coursework assignment to assess a student's understanding of a module, or as an exam question.
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The Purpose of Essays

- The three (3) main purposes for writing essays are to:

1. Persuade,
2. Inform, and
3. Entertain.

Additionally, essays are a common form of assessment, for example, in disciplines, such as Business and Management, Political Science, International Relations and Diplomacy, Accounting, Banking and Finance, Economics, Law, History, Geography, Communication Studies, Education, etc. There are many reasons why essays are still the most popular type of assignment. One of them is that they ask students to **demonstrate more than just knowledge**.



Academic Essay

A good academic essay has **three parts**:

1. **Introduction** that gives the reader an idea of what they are about to learn and presents an argument in the form of a thesis statement
2. **Body or middle section**, that provides evidence used to prove and persuade the reader to accept the writer's particular point of view
3. **Conclusion** that summarizes the content and findings of the essay





Types of Essays

- **Descriptive:** It is a type of essay that asks the student to describe something - object, person, place, experience, emotion, situation, etc. This type of essay encourages the students to create a written account of a particular experience.
- **Narrative:** It tells a story. In most cases, this is a story about a personal experience you had. This type of essay, along with the descriptive essay, allows you to get personal and creative, unlike most academic writing.
- **Argumentative:** s a genre of writing that requires the student to investigate a topic; collect, generate, and evaluate evidence; and establish a position on the topic in a concise manner.



Types of Essays

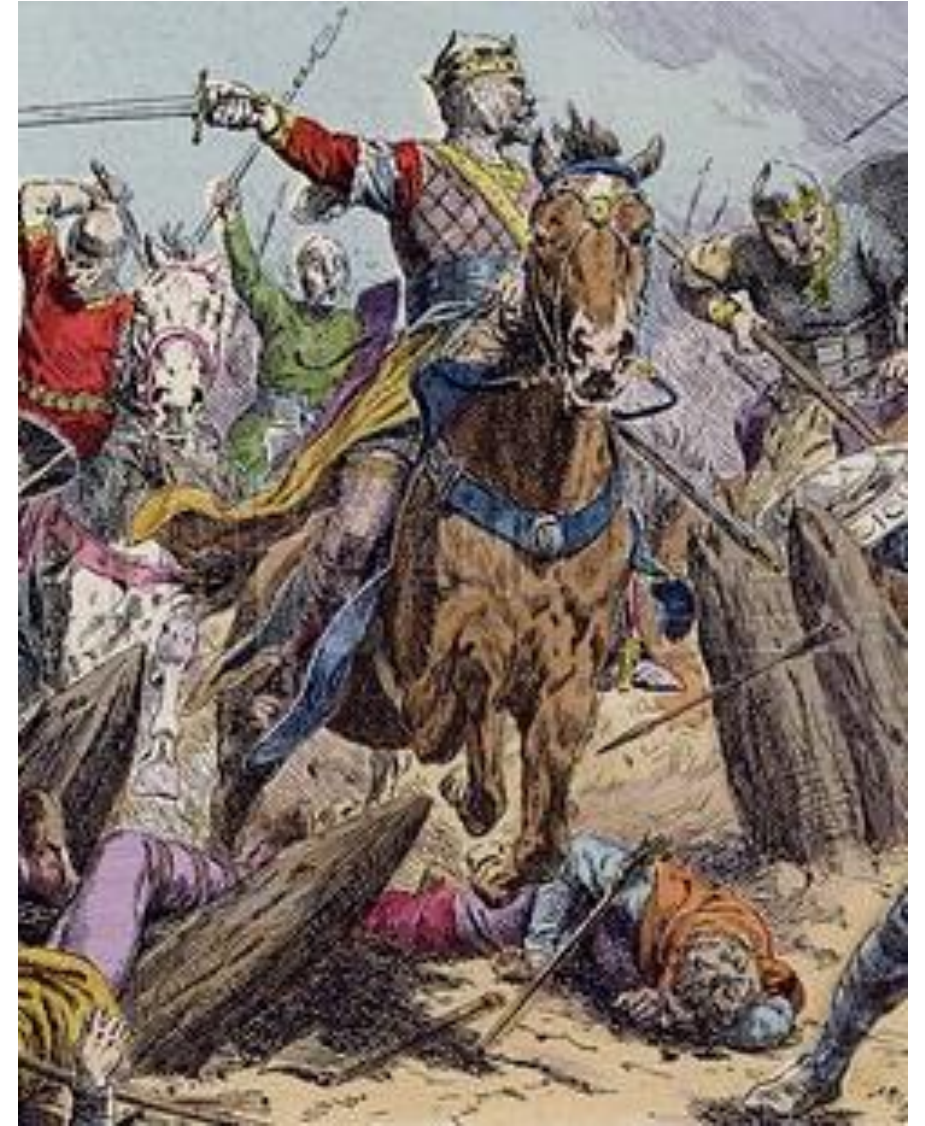
Expository: is a genre of essay that requires the student to investigate an idea, evaluate evidence, expound on the idea, and set forth an argument concerning that idea in a clear and concise manner

Persuasive: is a type of essay that presents logical arguments with emotional appeal in order to sway readers to a particular point of view. Persuasive essays can be both a form of academic writing and personal writing.

Analytical: presenting some type of argument, or claim, about what you are analyzing. An analytical essay is not a summary. Analytical essays usually concentrate on how the piece was written. An analysis could be done through a process, definition, classification and division, or comparison and contrast.

The Difference Between an Ordinary Question and an Essay Question

- **Ordinary Question:** Why did William the Conqueror win the Battle of Hastings?
- **Essay Question:** William the Conqueror's victory at the Battle of Hastings has often been attributed to his large and well-prepared army. However, without strategy and good fortune, he might well have lost the battle. **Discuss.**



The Difference Between an Ordinary Question and an Essay Question.

- The answer to the ordinary question could be a list of items, in no order of importance.
- The essay question directs the writer more: the student must mention **the size and the preparedness of the army, describe William's strategy and the fortunate circumstances**, and decide **how important these elements were for the victory**. In order to come to a conclusion about this, the writer has to do research.

Analyzing Keywords and Structure of Essay Titles

- When the essay question is very long however, you should also analyze the structure of the question to make sure you give a full answer without including irrelevant information.
- You could follow these steps:
- **Look for the topic.**
- **Use your knowledge of language to find all areas and make a note of the instruction words.**
- **Use your knowledge of language to decide what should be included in your answer and what should be excluded.**

Analyzing Keywords and Structure of Essay Titles

- There is usually more information in the question than you think: it can direct you both in terms of structure and content. Even a single word in the question can give you a useful clue about what you are expected to write in your essay.
- Example:
- **Learning to manage money is one of the key aspects of adult life.**
- **How in your view can individuals best learn to manage their money?**

Analyzing Keywords and Structure of Essay Titles

- Discuss the factors that give rise to parallel trade and evaluate how much of a problem this is for international marketers. Give examples of what a firm can do to minimize the problem.

Part	Instruction	What I should do
1	Discuss the factors that give rise to parallel trade.	<ul style="list-style-type: none">• define parallel trade• state and describe the different causes of (what ‘gives rise to’) parallel trade
2	Evaluate how much of a problem this is for international marketers.	<ul style="list-style-type: none">• introduce international marketing - what does it mean?• answer the questions: Is parallel trade a problem for international marketing? How much (= in which ways)? How important is this problem and why? (‘evaluate’ refers to importance and reasons)
3	Give examples of what a firm can do to minimize the problem.	<ul style="list-style-type: none">• answer the question: what can be done to reduce the problem of parallel trade?• give examples of actions that firms have taken (with positive results) or give suggestions about what they could do and say why this would work.

Comparing Phrases in Different Contexts

- Increase your knowledge of language: get into the habit of observing the way academic language is used by others, and think about the meaning of words and phrases in their context.
- **Why, when Britain has one of the richest economies, does homelessness still occur?**
- ‘when’ here means:
 - a) at a certain time
 - b) at the same time
 - c) despite the fact that
 - d) only if

Comparing Phrases in Different Contexts

How is local government financed at present and how, if at all, should that financial system be reformed? Discuss.

‘if at all’ suggests:

- a) we need to take everything into consideration
- b) or perhaps this is not the case
- c) if not
- d) in your opinion

Essay Structure

- The basic essay structure is as follows:
- **Introduction**
- **Main Body**
- **Conclusion**
- Each separate idea needs a new paragraph. When you are writing a longer essay, the main principles are the same, but there are some differences.
- The same three-part structure applies to any essay. In a longer essay, the introduction and conclusion will be more developed, but **the biggest change will be in the main body, where there will be much more space to develop ideas**. Although each new idea will still require a new paragraph, these separate ideas are likely to need more than one paragraph each to be fully developed. Before you do your research, you won't know how many paragraphs you will be writing, but you are able to do an outline of the structure of the whole essay from the start.



Essay Structure – The Introduction

- In an introduction you would normally:
 1. Give a description or explanation of the situation or problem (more general).
 2. Say why this situation or problem (or a more specific aspect of it) is important.
 3. Say what your aim is, what your position on the situation or problem is, and what the organization of your essay will be.
- The main function of the introduction is to show your reader you have understood the question and to indicate that you will be discussing it fully. You do not have to go into detail yet.

Essay Structure - The main body

- The main body of the text consists of several paragraphs, blocks of text that develop ideas.
- The longer your piece of writing is, the more important it is that you guide your reader through it. You can do this by telling them about the structure **(signposting)**, by using language that shows that the different aspects of your writing relate to each other **(cohesion)** and by distinguishing clearly between paragraphs **(paragraphing)**.



The Structure of Paragraphs

A paragraph normally has three parts:

1. Topic sentence – what is the overall point that the paragraph is making?
2. Evidence that supports your point – this is usually your cited material.
3. A link (if necessary) to the next paragraph (or to the previous one if coming at the beginning of the paragraph) or back to the essay question.



Paragraph Structure Example (**Corruption**)

- **(1)** Corruption is the most important point to focus on, because this originates where the power is. **(2)** Corruption can take many forms: political, which involves corruption in a country's legal system and police force, and economic, for example misuse of taxes and foreign aid money. **(3)** A country with a corrupt government is not able to develop.
1. Topic sentence – what is the overall point that the paragraph is making?
 2. Evidence that supports your point – this is usually your cited material.
 3. A link (if necessary) to the next paragraph (or to the previous one if coming at the beginning of the paragraph) or back to the essay question.

Paragraph Structure Example (**Capital Flight**)

- **(1)** Another obstacle facing the developing nations today is capital flight. **(2)** This is the rapid movement of investments out of a country. This can be for economic reasons, such as an increase in taxes. It often also happens as a result of political problems such as internal or external wars. **(3)** It has a negative impact on the trust that people have in their governments, and investors tend to invest in other countries.
1. Topic sentence – what is the overall point that the paragraph is making?
 2. Evidence that supports your point – this is usually your cited material.
 3. A link (if necessary) to the next paragraph (or to the previous one if coming at the beginning of the paragraph) or back to the essay question.

Essay Structure - The Conclusion

- Your conclusion will normally consist of:
 1. A summary of the main ideas (related to the importance to the topic)
 2. A summary of your evidence (with your evaluation of it)
 3. Your overall conclusion/your answer to the question.

The conclusion will be more specific than the introduction, as you will already have mentioned the ideas you are commenting on. Do not add any new evidence or ideas: if you have more to say, then this should be done in the body of the text. Like your introduction, your conclusion is likely to contain no more than 10 per cent of the word count.





Summary

- Essay structure – introduction, body and conclusion. The body is likely to have many well-developed and linked paragraphs.
 - Planning - do an initial outline based on an analysis of the essay question; a more detailed one can be done after the research.
 - Introduction - includes an explanation of the situation and its importance, as well as a statement of the aim of the essay and an indication of its structure.
 - Conclusion - includes a summary of the main ideas, a review and evaluation of the evidence, and an answer to the question.
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Thank You!