

**English Language Centre
ELC1011 Practical English for University Studies
2021-22 Semester 1**

**Assessment 2: Comparison and Contrast Essay (40%)
Information Sheet**

Task

You will write a comparison and contrast essay of 900 – 1000 words related to corporate social responsibility (CSR). This builds on and extends Assessment 1: Paragraph Writing. The topic will be the same as in Assessment 1 with further elaboration. For Assessment 2, you should review your Assessment 1 feedback, consider recommended revisions and add further content as necessary.

In Assessment 2, you will:

- **Describe what corporate social responsibility (CSR) involves**
- **Write at least FIVE paragraphs**
- **Compare and contrast the CSR policies and records of at least two companies in a related area of industry (the same area of industry that you used in Assessment 1)**
- **Make relevant CSR recommendations for the companies in your assessment**
- **Include an introduction paragraph and a conclusion paragraph**

The essay should include:

- an essay **title**
- an **introduction** which includes the thesis statement
- **a minimum of THREE body paragraphs** covering comparison and contrast of CSR policies of at least two companies in the industry
- **a conclusion** including relevant CSR recommendations that connect with body paragraph information

Essay format

- Word format
- Arial font size 11 or Times New Roman font size 12
- Double-spaced

Locating source materials

Draw together the information and ideas from your sources. Write your final essay **in your own words**.

No references are required.

Note that information from other sources, such as websites, **must be paraphrased** and not copied.

Submission

You need to upload a soft copy of your essay via LEARN@PolyU by **23:59 (11:59 p.m.), Sunday, 7th November**. This will automatically generate a Turnitin originality report.

Late submission of the essay will result in downgrading of this Assessment's grade, or an overall Fail grade for the subject if sufficient documentary evidence (e.g. a doctor's note) is not provided.

Check that you are submitting the correct essay before clicking the "Submit" button.

Make sure that you click the "Submit" button.

After you click "Confirm" to upload your submission, Turnitin will generate a digital receipt. Please go to the **Turnitin Document Viewer** and **download** this receipt, or save a screenshot of it, as proof of successful submission in case of any technical issues later.

Assessment criteria

Your writing will be assessed according to the following criteria:

Content (20%): meets task requirement; clear comparisons and contrasts with relevant and detailed support; concluding paragraph ideas connect back to topic; creativity and originality of ideas

Organisation (30%): clear and logical connections among ideas; use of different methods, such as transition words and phrases, to connect ideas

Grammar (25%): clear communication of meaning with accurate grammar

Vocabulary (25%): appropriate vocabulary for comparison and contrast of topic