

IXD102

ESSAY PLANNING 101

The purpose of an essay

What am I looking for?

- Find relevant information and use the knowledge to focus on the essay question or subject.
- Structure knowledge and information logically, clearly and concisely.
- Read purposefully and critically.
- Relate theory to practical examples.
- Be persuasive and argue your case.
- Find links and combine information from a number of different sources.

BASIC ESSAY STRUCTURE

BASIC ESSAY STRUCTURE

- The introduction
- The main body: a development of the issues
- A conclusion
- A list of references of the sources of information you have used

INTRODUCTION
SECTION 01
SECTION 02
SECTION 03
CONCLUSION
REFERENCES

INTRODUCTION
SECTION 01
SECTION 02
SECTION 03

TITLE/QUESTION

**Every essay title contains an explicit or implicit question.
Your essay should focus on answering that question.
Try rewriting the title so that it is a question.**

INTRODUCTION

- Explain how you interpret the title
- What issues/topics are you going to explore?
- What will be your focus?
- What will your essay show?

MAIN BODY

In each paragraph the reader is asking you to explain:

- What is this paragraph about?**
- What is your argument, if any, on this?**
- What is your evidence? What does it mean?**
- How does it link to the essay title?**
- How does it link to the topic in the next paragraph?**

CONCLUSION

- Do not introduce any NEW material here
- Summarise your ideas/argument (you might also have done this in your introduction)
- Restate what you consider to be the main points
- Make it clear why those conclusions are important or significant.
- In your last sentence: link your conclusions or recommendations back to the title

REFERENCE LIST

- **AUTHOR (date) Title. Town; Publisher.**
- **Page numbers.**
- **In alphabetical order by author's surname.**

REFERENCE LIST

- Give the original author credit for their own ideas and work
- Validate your arguments
- Enable the reader to follow up on the original work if they wish to
- Enable the reader to see how dated the information might be
- Prove to your tutors/lecturers that you have read around the subject
- Avoid plagiarism


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In this post, we'll help you better understand the principles of good navigation, then show you how it's done with

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