**HOW TO WRITE AN ESSAY**

**1 General remarks**

**1-1 Structure of an Essay: Introduction, Body paragraphs, Conclusion**

**Basic essay structure**

1. Introduction
   * Introduction of any essay should be no longer than 1/10 of its length. If the essay itself must be of a significant size the introduction may have several paragraphs; in the rest of the cases it consists of one solid paragraph.
   * The contents of an introduction leads the reader from the general views or positions on the analyzed topics to the specific narrow theme of the essay.
   * Opening sentences introducing to the topic of the essay
   * Background information on it (gradually leading to the analyzed aspect of the theme).
   * Literature techniques to grab the reader’s attention.
   * A strong **Thesis statement** defining and statingthe point the author is making in the essay, the paper’s main argument.
2. **Body paragraphs**
   * Body paragraph 1
   * Body paragraph 2
   * Body paragraph 3, etc.
   * The body of a basic essay may have as many body paragraphs as it is necessary to prove the author’s argument of the thesis statement.
   * It is vital to keep in mind that each paragraph is supposed to have one main argument to analyze and has to reveal it in one solid thought in a sentence called the **topic sentence.** Therefore the amount of the body paragraphs equals the amount of topic sentences.
   * Each body paragraph must be connected to following one with a logical link.
3. **Conclusion**

* It is usually written in one solid paragraph.
* The conclusion always deals with summing up the essay’s arguments revealed in the topic sentences - the substantial evidence to prove the thesis statement.

# 1-2 Essay Body Paragraphs

The basic aim of the body paragraphs is to explain the thesis statement of the essay and therefore to reveal its topic. This is the part where all the arguments are presented very clearly to the reader and are proved by substantial evidence. Each separate body paragraph has one main idea, which is revealed in the topic sentence. Each paragraph is dedicated to the analysis of one point only – that is the rule. For instance if the essay has four main ideas this implies it will have four body paragraphs.

Though the amount of body paragraphs is not limited, but restricted by one topic line only it is vital to keep in mind that each of these paragraphs will have a certain structure.

### How to Write Body Paragraphs

Every body paragraph must be written according to one **general structure:**

1. Each body part starts with its main idea presented in a form of an essay sentence. This main idea/argument must be accurately put forward to make it more appealing to the audience.
2. Different established facts or points supporting the main idea of the essay. The supporting points should not be positioned one after another, but general discussion of the point should be included in-between.
3. Each body paragraph should have a concluding sentence in order to make connection to the next paragraph. ***This link is a must-have element as this is what makes the essay logically structured.***

### Writing Essay Body Paragraphs

In order to make each body paragraph truly convincing it is necessary to:

1. 1. Stay focused on one idea/argument only in each body paragraph
   2. Keep the thesis statement in mind because each of the body paragraphs supports a point from this thesis statement
   3. Make the topic sentence of each body paragraph as clear as it is possible without generalizations.
   4. Prove the points presented in the body paragraphs through mentioning detailed and convincing examples.

The body paragraphs are the core of each essay and therefore demand special attention and profound knowledge on the matter from the side of the writer.

# 1-3 Thesis statement

### ****How to Write a Thesis Statement****

### Thesis Statement for Essay

The main task of the thesis statement of any essay is to show the reader the author’s position on the discussed topic. It is the argument of the highest priority for the essay due to the fact that it is the thesis statement that is to be proven throughout the paper. In the thesis statement the author makes his/her own point in the context of the essay topic and delivers it to the reader by means of a logical chain. It is usually presented in one single sentence.

### Writing a Thesis Statement

* Part one deals with stating the topic
* Part two deals with the point of the essay

Ex : Being a successful psychologist (Part 1) requires a lot of knowledge and tolerance (Part 2).

### How to Write a Good Thesis Statement

In order to create a strong thesis statement it is necessary to keep in mind its specific features:

* A good thesis statement is always an affirmation.
* It does not make an announcement or ask a question but asserts a definite point of view.
* It should always reveal a plan of development in its contents; reveal what concrete arguments will be analyzed in the paper.
* The thesis statement needs to correspond to the length of the paper. If it is very long and the paper is limited to three pages it is impossible to prove it and to persuade the reader that the author has a point.

A short thesis statement -> short essay;   
A substantial thesis statement ->long essay.

* It can be neither too narrow nor too broad.
* A thesis statement does not present the author’s point as a subjective position but as an argument to prove.

# 1-4 Essay Introduction

### How to Write an Introduction to Essay

The main purpose of the introduction is to give the reader a clear idea of the essay’s focal point. It must get the reader’s attention as it is the part when he decides if the essay is worth reading till the end or not.

The introduction should be written according to the following scheme:

1. General information
2. Attention grabber
3. Information on the topic leading to the thesis statement
4. Thesis statement

**General information** of the topic must be presented in verifiable data

The best way to **attract the attention** of the reader in the introductory part of any essay is to introduce a fact that is absolutely new to him/her.

* + - This fact has to reveal the point of the author explicitly and vividly.
    - An appropriate anecdote on the topic can make a good job in getting the attention of the reader. This is a story that will support the author’s main argument but to make it effective it has to be highly relevant to the topic of the essay.
    - A suitable dialogue technique can also be used in the introduction. Two or three speakers are used to clarify the author’s point to the reader.
* The **transition to the thesis statement** is accomplished by dint of several sentences describing the topic of the essay in the general character and gradually narrowing to the thesis statement.
* **Thesis statement** finished the introduction paragraph and proved the reader with a crystal clear understanding of the author’s main argument on the topic of the essay.

This structure of the essay introduction gives the writer the ability to gradually initiate the reader into the topic analysis and conclude with a strong thesis statement revealing the very essence of the essay.

# 1-5 Essay Conclusion

### What Is the Conclusion Of An Essay

The conclusion is written in one paragraph and its main purpose is to sum up the arguments of the essay, which the author revealed in the topic sentences of the body paragraphs. It summarizes the evidence in support for the thesis statement of the essay and restates this statement. It is a final glance at the presented facts, which lead to a certain conclusion on the essay matter.

### Writing An Essay Conclusion

To make a good conclusion it is necessary to:

(1) Review the main points of the essay (the topic statements); (2) Summarize them as proving the thesis statement; (3) End the conclusion with a strong affirmation that will be beyond any question.

The writer may consider implementation of emotional factors in order to make a memorable impression about the essay.   
This may include:

* 1. Emphasizing the importance of the topic
  2. The ending lines may have an unexpected direction leading the reader to nonstandard thoughts.
  3. A strong appeal for the reader’s actions
  4. A provocation to thinking made by a quote or an anecdote.

It is vital to remember:

* Any conclusion **should never** repeat the assertions presented in the essay word-for-word.
* If the writer wants to make the conclusion really successful it must be short but very clear.
* This is the last part of the essay and it makes the final impression on the reader.
* A good conclusion is always creative and logically sound.

**2 TYPES OF ESSAY**

**2-1 Argumentative Essay**

**How to write an Argumentative Essay: Outline, Structure, Format, Examples, Topics**

**How to write an argumentative essay?**  
The leading tone in an argumentative essay is the position of proving that the presented point of view is the correct one and possesses more truthful arguments than any other opinions. The author through proper reasoning, inducting and making conclusions, must prove the assertions or the theories of the argumentative essay.

Argument essay writing requires the ability of the author to show that he/she makes conclusions according to definite facts and not on his/her personal assumptions only.

**Argumentative essay Format**

Any argumentative essay needs to be written according to the following form:

1. It must begin with a clear statement and reveal the significance of the presented opinion in terms of the analyzed phenomenon.
2. In order to make the argumentative essay professional a wide range of information concerning the phenomenon should be reviewed.
3. As the reader is to “agree” with the data listed in the essay, it must be as reliable as possible.

### Argumentative essay structure:

* Title (the title of the essay must not be generalized, but detailed. It needs to be concrete and clear. The title of the argumentative essay is basically its thesis statement. Example: If you want to be healthy you should not take artificial vitamins).
* Introduction (the introduction has to be rather short and include just a couple of sentences referred to the issue of the essay. Example: It is common knowledge that artificial vitamins are very popular nowadays among people of all ages).
* Body (the body reveals all the PROs and CONs that the writer will chose to present to the reader.  The PROs and CONs need to be carefully chosen as they have a tremendous impact on the quality of the argumentative essay. The writer needs both to support and to refute the arguments).
* Conclusion (summarizes all the mentioned above PROs and CONs to prove the thesis statement. The thesis statement must be restated as the bottom line of the essay).

# Ex : “Fashion and Identity” essay

The effect of fashion on every person and the analysis of fashion as an integral part of a personality’s identity.

### Essay Questions:

What is the main tool every man uses to stand out from the crowd? How does clothing become a part of the self-realization of people? Why is fashion for both men and women associated with their identity?

### Thesis Statement:

Clothing is basically a covering designed to be worn on a person's body. This covering is a need, a necessity that is dictated by the norms of social conduct.

*“…Fashion is more powerful than any tyrant”*

*Malcolm Barnard*

Introduction: For hundreds of years people have put some message in the type of clothing they wear. Long ago people started wanting to stand out from the “crowd” and be different from other people by means of changing their clothing. Some examples of this “standing out” became very popular and were followed by more people. This was the moment when fashion appeared. Nowadays, fashion is sometimes defined as a “constantly changing trend, favored for frivolous rather than practical, logical, or intellectual reasons”. Nevertheless, it is necessary to say that at the present moment fashion has a deeper influence on the life of people and possesses more than just frivolous reasons for its existence. Clothing has become an integral part of the self-realization of every person. It is no longer just an “external shield” and a frivolous attitude towards it may lead to the loss of a very important physical, psychological and social aspect of a person’s life. The harmony attained by the combination of the inner world of a person and his/her “exterior” makes it very hard to say that fashion is just about looks. Clothing is basically a covering designed to be worn on a person's body. This covering is a need, a necessity that is dictated by the norms of social conduct. This “necessity” brings a lot of variety into the lives of people and makes their image more complete. It is not about people serving fashion; it is about fashion being a slave of people.

2. Fashion and identity. The type of clothing completely depends on the person who is wearing it; therefore it becomes a reflection of his/her perception of himself/herself, which leads us to the term – personal identity. Lately a lot has been heard about personal identity and its meaning in the life of every single person on the planet. The choice of clothing and accessories is as important as identification through hair colour, height, skin and gender. Clothing nowadays is a medium of information about the person wearing it. It is a cipher; a code that needs a decryption in order to understand what kind of person is underneath it. The present time offers a great variety of these “ciphers” and therefore gives people a large number of opportunities to reveal their identity. As every garment carries a strong message about its owner, every owner “nests” a certain value in it depending on his/her temperament, mindset or today’s mood. Therefore, the clothing of a person is a means of communication with the outside world. It is the way of telling people about the “state” and the “status” of its owner [Barnes& Eicher 125].

2.a. Communication through fashion. Communication by its definition is supposed to be bilateral. So if a person carries a strong personal message to the people outside, what is the response from their side? The response is the reaction to the clothes the person is wearing. It can be acceptance or complete rejecting and misunderstanding. In his book “Fashion as communication” Malcolm Barnard outlines cultural roles, rules, rituals, and responsibilities that are maintained and constructed by fashion [Barnard 13,34]. Fashion is compared to art. It is like an architect that gives his/her creation any shape he/she desires and at the same time is the reflection of the architect’s belonging to a certain social level, a certain psychological condition and so on. One of the questions concerning the communication through fashion is whether the message expressed by fashion is the reflection of the internal or external identity. There are arguments that support each of these sides; therefore it goes without saying that fashion is a “polyhedral being” that intersects numerous internal and external aspects of any personality. The message that clothing contains is basically nonverbal communication with gender, ethics and power aspects.

2.b. Impact on outer perception. Clothes have an immense impact on the perception of people around and on the perception of the person wearing them, too. A suit can make a person feel more confident and organized, which will eventually change even the gestures and the manner of talking of the person or for instance wearing jeans after a suit may change the conduct of a person to a very liberal one [Hollander 58]. The perception of people around can be very predictable in terms of their reaction to a person wearing this or that style of clothing. Fashion is one of the most powerful means of communication, which sometimes may play a vital role in the life of a person; that is especially true in the case of getting a desired job. Therefore fashion may not only carry a message, it can also create a “pseudo-message” that is required by a situation the person finds himself/herself in. This can be simply proved by analyzing the reaction of the people on the street to people wearing different types of clothing. The preference is always given to people dressed in “business style”, personifying their dignity and seriousness in everything. This is one of the primary reasons why even the smallest companies make wearing a suit one of their requirements for their employees. The customers feel more confident in such “consultants”. So, fashion is a very keen tool of manipulation, communicating social class, culture, sex and gender relations of people.

4. Men, women and fashion. Clothing is a fundamental part in the image of a contemporary man or a woman [Crane 47]. The image is constructed for various reasons and has various manifestations. Dressing has become a way to create, to reveal and to conceal information from the external observers. Fashion has always been considered to have more of a women- based orientation. As soon as women realized that experimenting with their clothing might bring them the results they needed they became the most interested consumers and the demand for women’s production increased greatly.

4.a. Women and clothing. In spite of all arguments fashion remains an ambivalent entity. Women have a great impact on the development of fashion worldwide. Of course one of the primary messages clothes carry is the social message. Nowadays clothing is not an attribute of belonging to a clan, or to a restrained social level though it still can tell a lot about the financial status of a person. A person, especially a woman, is always greeted according to the way she is dressed. Therefore women may cause desirable reactions by knowing the expectations of the “opponent”. Historically, women wore traditional dresses, which signified their cultural and social status [Guy& Green 76]. Now, traditional clothing has been replaced by “fashionable clothing”. Women’s clothing in the past had a lot to do with emphasizing femininity, neglecting man-like forms of dressing. Analyzing the way of dressing today it is necessary to say that ”fashionable clothing” has given a great “kick” to femininity. Women have become less ladylike but more aggressive and businesslike. A woman is a force able to contradict man and to compete with him. Women have accepted a lot of clothing styles that propagandize masculinity. Of course there still are women that are the embodiments of tenderness and femininity, preserving women’s sexuality, but nevertheless the general tendency of feminization in today’s society has done its work. Equality at work, business and politics have transformed the image of a woman greatly.

4.b. Men and fashion. Throughout history, starting with the Middle Ages, men’s fashion has changed a lot. If the era of Renaissance was characterized by increased femininity in men’s clothes, the end of the twentieth century became the moment of maximal revealing of masculinity for men. Nowadays, identity has brought a lot of specific changes in the perception of a contemporary man. An open manifestation of sexual orientation has brought the image of a feminine man into fashion. The adaptation of feminine tendencies into men’s fashion is transparent. Men tend to choose practical clothes such as casual clothing and suits as their “working uniform”[Hollander 43]. The whole image of a man is not brusque and rough anymore. It has become more flexible and soft. The construction of a man’s wardrobe starts with choosing from the variety of images offered by culture and class today. The gender boundary is gradually being wiped off. Nevertheless, clothing remains the primary criterion of the evaluation of the opposite sex. This happens due to the variety and abundance of women around. Analyzing men’s fashion is like dealing with a complexity. This complexity is constantly changing and adjusting to the surrounding tendencies.

4. Symbolism of clothing. It is no surprise to any of the people who at least know what fashion is that the clothes that people wear are usually very symbolic. The symbolism of clothing is another part of delivering the message that a person tries to put into it. The symbolism may touch any sphere. For instance: music, sexual orientation, some kind of club and so on [Barnard 62]. Originally, a symbol is a something that is used to express feelings or belonging to some group of class often dealing with power and wealth. Every observable symbol may carry a deeper meaning than is visually understandable. Expression of symbols through clothing is a very popular tendency nowadays. Symbolism in clothing may point to the profession the person is dedicated to, supporting the “cipher” theory. The perception of symbols is not the same as the perception of the whole clothing image of an individual, because people may interpret the same symbol differently and therefore the understanding of the carrier of the symbol will be completely different. For instance, a man with a tiger on this T-shit may seem aggressive to one person and a Green Peace member for another. A bird may be a symbol of freedom and somebody can view it a symbol of light-mindedness. Every person has to be very careful with the symbol while visiting a foreign country, due to the double meaning of the symbols that may be offending to the culture the person is in. Though the goal of every symbol is to share information, nevertheless some symbols may be inappropriate. Particular articles of clothing also contain messages with give information about the person possessing them. For example a veil is interpreted as mourning or an extreme aloofness. A walking stick may be necessary to the health condition but may also be a “sign of luxury”.

5. Culture and fashion. As every person belongs to a definite culture and has the right to reveal it, personal identity may sometimes be replaced by cultural identity. Cultural identity is the type of identity that is related to a certain culture or a separate group. Clothing in terms of culture is to reveal either the historical roots of a person or the roots of the group he/she belongs to. The oriental-followers are easily defined from the crowd by the specific collars and style of dressing they hold on to. Demonstrating a belonging to a certain cultural community is the free right of every person like people that freely declare who they are going to vote for. Talking about culture it is possible to mention that nowadays there exists a “material culture” that dictates its own ways and code of dressing [Crane 51]. The liberation of culture from borders has made the cultural fashion developments increase dramatically. Wearing a cowboy hat may not be a sign of being from Texas, but a sign of political preference. Fashion has taken the best part of the traditional costumes of every culture and sometimes this leads to propagandizing a definite cultural group. The brightest example is the increasing interest towards the Moslems and oriental culture nowadays.

Conclusion:Fashion and identity are inseparable companions. Fashion with all its symbolism and attributes forms an outstanding basis for personal and cultural identification. Identity is a necessary process of a healthy personality as it is a part of the self-realization of a person that is so much required for finding one’s place in life. Fashion has become a tool for achieving harmony with the inner world and a way of revealing or concealing peculiarities. Fashion possesses a specific meaning and the more diverse the society around us is, the more fashion-trends will appear and surprise us. As long as it does not hurt people around fashion symbols are acceptable; nevertheless while thinking about fashion and identity it is necessary to remember the ethical side of the issue.

# 2-2 Compare and Contrast Essay

## How to write a Compare and Contrast Essay: format, structure, outline, examples, topics

### ****Writing a compare and contrast essay****

This type of essay is basically a composition, which is concentrated on two points. The compare and contrast essay reveals the differences and the similarities of these two points, things, situations, etc.  The main task of any writer is to find as many similarities and differences, as it is possible.

### ****How to write a compare and contrast essay?****

In order to write a good compare and contrast essay it is necessary to remember that it is vital to identify the points of comparison. This is a major requirement because without this proper identification the essay will not have a correct logical form. To make a detailed compare and contrast essay the first step is to point out the key aspects and do a research on the topic including articles and books.

### ****Compare and contrast essay structure****

The compare and contrast essay has a rather simple structure but nevertheless it is important to specify its contents:

**Introduction** (Introduction is used to choose what will be compared and contrasted and to identify the major lines of comparison. The introduction must be very bright as it is supposed to catch the attention of the reader and make the rest of the essay appealing to the reader. One of the main secrets of any successful compare and contrast essay introduction is adding a surprising fact or an anecdote on the topic of discussion).

**Body**

1. Each of the compared points has to be presented in a separate paragraph or if it is necessary in two paragraphs.
2. When all the compared points are revealed to the reader the writer should analyze them one more time together in order to create solid argumentation. The paragraphs must be connected with each other with very strong topic sentences.  The reader is not supposed to face any difficulties understanding the reason the material is organized the way it is. In other words the reader is expected to understand the reason why the writer is analyzing these given aspects.

**Conclusion** Conclusion is used to summarize the key similarities and differences of the two analyzed things. Word for word restatements should be avoided.  The reader is not supposed to feel any doubt in the compare and contrast essay perspective on the topic.

# Ex : Dracula in Stroker’s book and in Coppola’s movie essay

### Essay Topic:

The similarities and differences of Bram Stroker’s “Dracula” and Francis Ford Coppola’s movie based on the book.

### Essay Questions:

Why is the image of Dracula so attractive to people all over the globe? How is Count Dracula originally portrayed in Bram Stroker’s “Dracula”? What “innovations” did Francis Ford Coppola bring while producing Bram Stoker’s Dracula in 1992?

### Thesis Statement:

The book’s main evil character Count Dracula has been a prototype of the devil for a very long time, especially on the TV screen.

Introduction: People all over the world know legends and myths that they hand over to each of the following generations. These myths are always very exciting and usually work for making the history of a certain country mysterious and more tempting. Some of these “stories” are very “realistic” due to their relevance to events that really took place and are historically marked. One of these universal semi myths is known in every single country and has received a continuation in various forms of art; it is more of a real-life-legend that has touched the hearts of many people, sowing horror and fear in their souls. Bram Stroker’s “Dracula” is literally the point of concentration of all these fears and an outstanding reflection of the author’s perception of the world. There is hardly a person that does not know this name or does not at least associate it with vampires. The book’s main evil character Count Dracula has been a prototype of the devil for a very long time, especially on the TV screen. His image is so very well drawn by Bram Stroker in his book “Dracula” written in 1897 that there is no surprise in the work’s popularity among movie and stage directors. The book itself is an outstanding work able to inspire many talented people to put it to life again and again. So many attempts have been made so far that it is really surprising that the “Dracula” theme can still be called modern. As the book can be honestly called a masterpiece the evaluation of the screen productions may be as critical as never.

These are some of the popular movies based on the Dracula theme: “Dracula” (1931), “Dracula” (1979), “Nosferatu: Phantom der Nacht” (1979), “Bram Stroker’s Dracula” (1992), “Dracula 2000” (2002), “Dracula: Pages from a virgin’s diary” (2002), “Van Helsing” (2004) and others. Nevertheless, outstanding work by Francis Ford Coppola in 1992 makes a difference and impresses the viewer with the best Stroker’s Dracula filming ever and even more than that – provides not a deeper but a different analysis from what Stroker did. There always will be certain moments that may be considered negative while comparing a movie and a book, but this is very subjective. Therefore it is possible to make the best pick among the movies but it does not necessarily mean that it will be the best reflection of the book in the subjective opinion of every single viewer.

Among numerous productions there are only several pictures worth of the reader’s attention. As the book itself does not completely analyze the psychological motive of the conduct of the characters, the productions that could not add anything to the plot were doomed from the very start. The Romanian semi myth attracted a large number of directors who wanted to change something in the book.

“Nosferatu” filmed by F.W. Murnau in 1922 is one of the woks to mention due to its high professionalism and profound understanding of the hidden context of Bram Stroker’s “Dracula”. This screen adaptation is a myth and mystery oriented version of the book, which has nothing to do with reality. Dracula, Count Orlock (Max Shreck) is depicted as a demonical creature with pointy ears and long fingernails. The only psychological message in this version is the realization that Count Orlock, despite being so strong and unconquerable, is not able to resist a woman (here Ellen), who is depicted in a better way in the movie than she is in the book. A negative moment is the disappearance of Van Helsing from the script. This character is very vivid and significant in the description of the side opposing Dracula, therefore the absence of his positive and negative qualities make the movie lose in general. Van Helsing is also a representative of the society back then and without him the image of the society is not quite full. Count Orlock’s constant lust for blood terrifies and in connection with his appearance makes him very sufficiently frightening for the image of Dracula. Nevertheless “the blood-sucking label” remains the basic characteristic of Dracula in the movie, making him only a monster and limiting the perception of the whole story. Murnau automatically deprives Dracula from possessing human emotions and feelings just for being so much different from an ordinary person’s appearance. Though Dracula does not stay completely without any qualities peculiar to human beings this elimination brings a sort of disharmony into the film’s message.

Originally, Stroker’s “Dracula” is a tale of love. It is a story of love, where love is high above mortality and death. At the same time it is a novel about the struggle of treachery and sacrifice in the name of love. Count Dracula is ready to do anything to recapture the love he lost, any remedy is normal for him. The reader observes him as a personification of a complete and absolute “evil”. Count Dracula is guided by the power of love, which is considered to be a “supreme” virtue. He is led by the intention to love, originally, a good intention, but he is ready to destroy anything on his way.

Stroker described more than a story of horror: a story about good and evil, love and hate. Stroker reveals the world as a strong intercoupling of the evil and the good and their constant fight against each other. He writes a story about a “creature-person” that is full of pain and loneliness and the impossibility to change the way it lives. It becomes a story of an “ever bleeding soul”. This understanding is very close to the very essence of the book, but still contains subjective opinions.

Francis Ford Coppola made a magnificent job in producing Bram Stoker’s Dracula in 1992. His talent and his special world perception did distort the book, but it is absolutely necessary to say that it complemented the book wonderfully. Coppola’s contribution to the psychological and motivational analysis of the book characters and events is tremendous. Owing to this film the book stops being the mere “plot of a terrifying legendary tale”. Dracula was also successful in adjusting the book to the historical events as much as it is possible, making the story even more terrific! He observes a great historical trace from the real historical Vlad Teppis to Count Dracula, making the image of the character very deep and intense. Coppola destroys the vampire stereotype by showing Count Dracula (played by Gary Oldman) as an ”enchanting” and able-to-be-loved person, not just an eager-for-blood creature. Stroker’s book seems to lack the depth which is observed in Coppola’s filming: Coppola’s Dracula emphasizes the controversy of relations between good and evil. It is the transformation of a horror myth into a story of love, passion and death, delivering the message that is not that observable in Stroker’s book: true love lives forever.

Bram Stroker simply depicts a terrible, evil “creature”, Count Dracula, while Coppola shows the viewer that even truly evil people can love. At the same time Bram Stroker’s world in “Dracula” is not such a complete disorder and failure of principles as Coppola’s Dracula-world. Stroker seems to be more optimistic as regards the side opposing Dracula. Coppola’s world is a chaos generating another chaos. “Dracula” also represents a tragedy of a person who betrays because he was once betrayed and wants to revenge. The basic negative aspect of this version of “Dracula” in comparison to the book is the absence of the prehistory of Dracula’s tragedy and his disillusionment in everything surrounding him, which would have made the film “weightier”. A positive aspect that made the film save the atmosphere in the book is the presence of the characters’ journals through which Stroker revealed the personalities in the book. Coppola’s perception of Mina and Count Dracula’s relations is full of tenderness and eternity. Perhaps, there is no need to chase the best filming because filming is always a more concrete expression of someone’s perception of anything. A book, on the other hand is more open to variations, especially dealing with the messages of the book, therefore the diversity of opinions is a standard phenomenon.

Conclusion: A book and a film are two different universes and as such are very hard to compare. As the main characteristic of art is subjectivism it is impossible to say what film is the best. Nevertheless, as has been already mentioned it is possible to pick a criterion of evaluation in order to make the best choice. In “Dracula’s” analysis the main criterion is the message revealed through the movie. In this case Francis Ford Coppola’s work remains the best one in various directions. In addition to everything it raises the issue of sexuality in the nineteenth century. Coppola’s perception of Stroker’s dualism impresses a lot. The book and the movie do not completely match, but in comparison to the global meaning of the film this can certainly be “forgiven”. Both of them have their advantages and disadvantages, preferable on an individual basis.

The comparison and contradiction of these two works of art is hard, but nevertheless possible to do. It is definitely a book and a movie worth watching and making personal conclusions about.

# 2-3 Persuasive Essay

## How to write a Persuasive Essay - Outline, Format, Structure, Topics, Samples

### ****Writing a persuasive essay****

**This** requires the writer’s ability to convince the audience and make it accept the arguments of the essay as well as the conclusions. It is important to learn how to write a persuasive essay in a way that will catch the reader’s mind at once and make him/her share the point of view of the author.

**Persuasive essay format**  
The key elements of the persuasive essay format are:

* A deep preliminary research
* Logical argumentation
* Evidence supported by reliable sources
* Additional necessary facts to convince the reader
* Clear reasoning
* Plausible arguments and facts

### ****Persuasive essay structure:****

1. Introduction   
It basically consists of two components:

* The opening statement
* The thesis/the idea of the essay

The introduction is aimed to get the full attention of the reader. The opening statement needs to be clear and logical as it is the thought, which leads the reader to the thesis where the **persuasive essay idea** is thoroughly presented.

2. Body paragraphs   
The body of any persuasive essay reveals the arguments that support the thesis statement of the work. Each of the paragraphs should include:

* the point or argument
* the explanation of the point or argument
* facts/evidence that support the idea/thesis
* a  small summary leading to the next point or argument

3. Conclusion   
Summarizes the persuasive essay idea. It is the evaluation of the statements made and the arguments given. The conclusion therefore refers to the thesis statement of the work.

A **good persuasive essay** does not lose the statement line but always justifies it with more facts.

**Essay on obesity: healthy Food vs fast food**

**Malnourishment in the United States**

Malnourishment in the United States is caused mainly by the consumption of unhealthy, cheap foods that are low in nutrition and stuffed with calories and fat. This eventually leads to obesity. As surprising as it may seem, one of the factors affecting obesity is poverty. As a matter of fact, there can be no doubts that poverty and obesity are interconnected. Provided more attention is focused on this link, the health of the Americans can be improved.

According to the statistics, about two-thirds of all American adults and more than one-tenth of American children are either overweight or obese. One-tenth of families suffer from food- insecurity-related issues such as obesity and hunger, which take place when access to nutritionally satisfactory and safe foods is either restricted or unstable. At first glance it seems illogical that obesity should occur when scarcity of food should result in underweight people. Nevertheless, children from families with low income are about 2.6 times as likely as children from rich families to get obese. It means that poor citizens are in some kind of unfavourable conditions when it comes to obesity.

The reality is that not all American households have the financial capabilities to provide satisfactory housing, transportation, commodities, medical assistance, education, food, and clothing that all families need. Many families often have to buy less healthy but cheaper foods instead of healthy but more expensive foods. Unfortunately, usually the most inexpensive option available to these people is foods with low nutritional value and high calorie content. That is why lower income families are at the highest disadvantage as to malnutrition.

It has been revealed by a recent study that such health problems linked to obesity, like hypertension and diabetes, are more widespread among people with low income. Each year about $70 billion is spent on health-care due to obesity. Obesity, the condition of an abnormal accumulation of body fat, has a negative effect on different body systems (psychological, pulmonary, gastrointestinal, renal, musculoskeletal, neurological, cardiovascular, and endocrine). Solving the obesity problem can save health care money which could be used for improvement of the living conditions of low income citizens by paying for housing or college education, for instance.

One of the factors that help bring about obesity in poor families is fast food restaurant chains. They don’t make it a secret in their advertising campaigns that their target customers are lower-class neighborhoods and families. Families that live in the poorest parts of cities and towns are much more exposed to fast food than people living in the richest places. Consequently, families with low income have more chances to buy fast food, although it is much less nutritious than other foods that can be bought for the same price. Despite their low price, these foods contain enormous amounts of calories and fat. Typically, calories in junk food come from sugar and fat, but not from whole-grain carbohydrates and fiber that satisfy hunger cravings and provide you with energy.

As a consequence, one will be hungry soon after eating fast food because the body was not satisfied due to the lack of nutrition during the last meal. After that, if food is available, more food is usually consumed, which helps the progress of obesity.

The consumption of more organic foods can combat obesity and malnourishment. Unlike fast food, organic foods are not toxic and have more useful nutrients. However, their price is usually high, and families with low income cannot afford them.

Organic food is expensive due to a number of different factors. Today only one-tenth of American citizens buy organic foods on a regular basis; if the demand for them grows, ultimately, the price should go down.

To stop the trend of increasing obesity among the families with low income, the first thing to be done is helping the poor abandon poverty. The government should provide money for college education for poor students, so that they could get the opportunity to receive a costly education that would give them higher-income jobs and reduce the current poverty level.  In addition, it would be great if more affordable housing could be built for destitute families to have a safe place to live. After these reforms are made, the poverty level should be reduced and the current problem with obesity will improve.

Moreover, other measures must be taken. It is possible to improve opportunities for exercise and physical education. Currently, physical education courses in poor school areas are usually the first courses to be cut because of insufficient funding. Only upper-class students have access to high-tech gyms and workout facilities to help with weight management and fitness, whereas the lower-class students cannot afford to subscribe to these facilities.

In many poor urban areas there is no space for recreation which is safe for children. The only form of recreation or exercise for the majority of children is physical education. Typically, physical education is offered only once or twice a week, which is insufficient. The governments should do something to re-evaluate its standards for physical education. School is a place where children should be educated about healthy lifestyles. Consequently, physical education should be a part of this educational tool and should be provided most days of the week in public schools.

Improvements can be made to cut the prices of organic food so that people with different incomes can afford to buy healthy foods. If organic foods get more popular, their prices will be much lower. Additionally, grocery stores should be stocked with locally grown food but not with food imported across the country or world because the shipping affects the product’s price. Farmers would be able to economize on shipping fees; the environment wouldn’t be so polluted because less fuel has to be consumed to ship the products; finally, people would be able to purchase healthy foods at lower prices.

Farmers markets and local vendors are a nice alternative to grocery stores and a great way to buy foods. Not having to pay stores to sell their products, farmers get the entire price of the product, so they can reduce the selling price. State governments should cooperate with farmers and small businesses so that these markets can stay afloat.  Not only do farmers markets offer healthy food at low prices, but also they nurture positive relationships between farmers and community members.