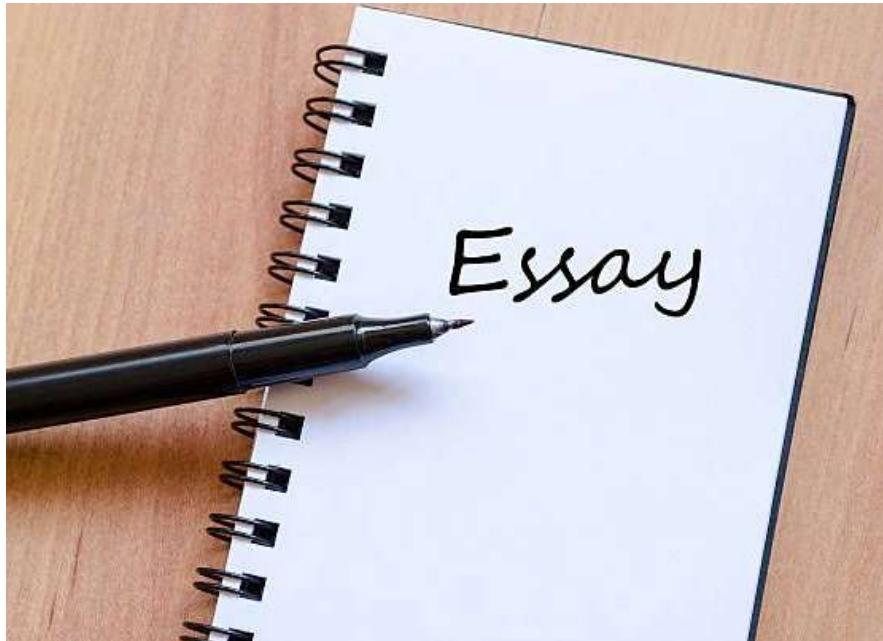


WRITTEN COMMUNICATION – ESSAYS



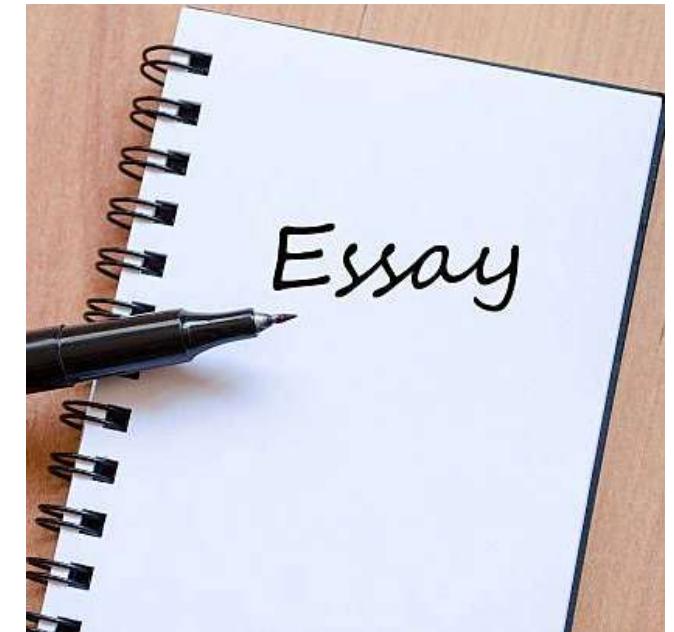
Introduction to Essay Writing

- Essays are structured pieces of writing that explore ideas, arguments, or narratives.
- Purpose: To inform, persuade, analyze, or reflect.
- Key to academic and professional communication.

WRITTEN COMMUNICATION – ESSAYS

Principles of Effective Essay Writing

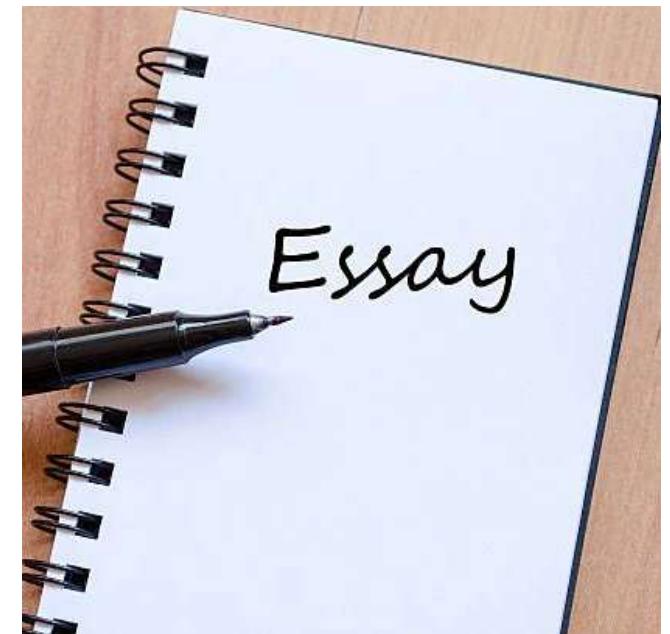
- Clear thesis statement to guide the essay's focus.
- Logical organization with introduction, body paragraphs, and conclusion.
- Each paragraph develops a single idea with supporting evidence.
- Use transitions to connect ideas smoothly.



WRITTEN COMMUNICATION – ESSAYS

Crafting a Strong Introduction

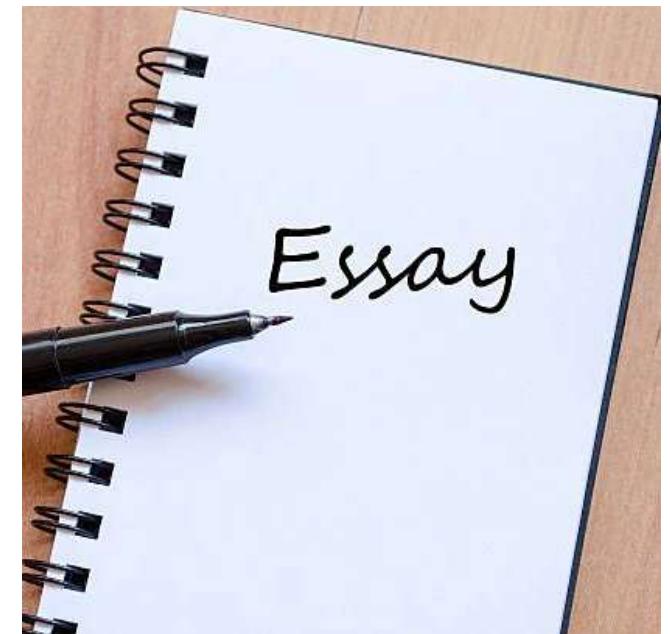
- Hook the reader with an interesting opening.
- Provide background or context.
- State your thesis clearly and concisely.



WRITTEN COMMUNICATION – ESSAYS

Crafting a Strong Introduction

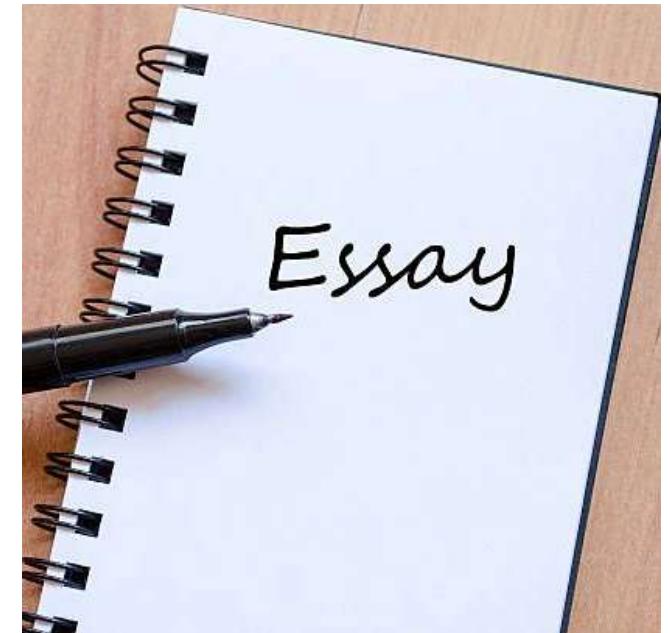
- Hook the reader with an interesting opening.
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WRITTEN COMMUNICATION – ESSAYS

Developing Body Paragraphs

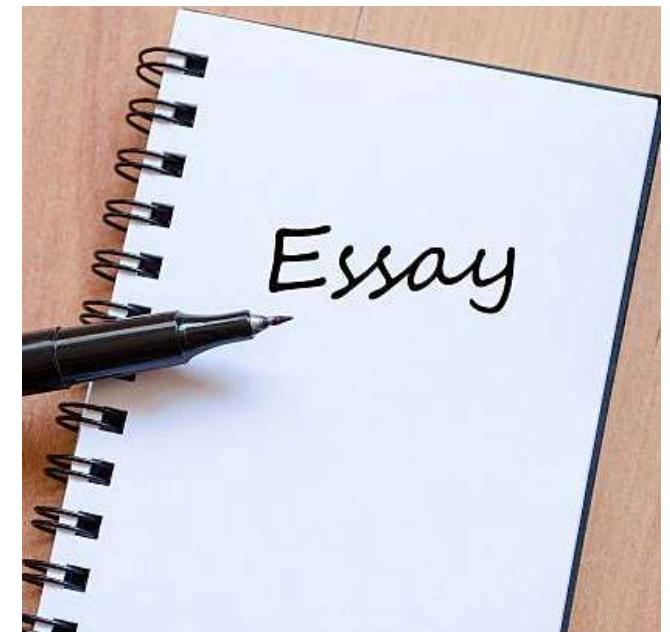
- Start with a topic sentence that states the paragraph's main point.
- Support with examples, facts, or explanations.
- Maintain coherence by linking sentences logically.



WRITTEN COMMUNICATION – ESSAYS

Writing an Effective Conclusion

- Summarize the main points without repeating them verbatim.
- Restate the thesis in light of the discussion.
- Provide a closing thought or call to action.



WRITTEN COMMUNICATION – ESSAYS

Common Mistakes to Avoid

- Lack of clear focus or thesis.
- Overloading paragraphs with multiple ideas.
- Weak transitions causing choppy(uneven) flow.
- Repetition and unnecessary wordiness(details).

