Essay essentials:

* Analysis and deeper meaning
* Scholarly support

How to use other people’s words:

* Choose quotations wisely- depending on how supportive they are
* Vivid and precise verbs
  + Urge, emphasise, argue, attack, protest, reinforce, support, challenge
* Frame the quotations
  + Whose words are they
  + What do they mean
  + How do they relate

How to find relevant literature:

* Primo
* Library
* Online databases
  + ACM digital library
* Google scholar

Referencing

* In text citations
* Reference lists
* Example: book, article, website
  + Stubbs, A. (2004). The Great Book. London: Scribner
  + Tones, B. And Brown, C. (1994). The Article. The Best Academic Journal, 59(2), Pp.276-290
  + Williams, A. (2013). DJ Gear. [Image] Available at: [Https://Website.Co.Uk](https://website.co.uk) [Accessed 8 Apr.2018]

Exercise:

* The aim of my project is to reduce the amount of money people spend on petrol and reduce monopoly within the fuel industry.
* This will be valuable as it will increase the amount people will be able to travel on a restricted budget and restrict large companies from taking advantage of isolated towns and villages.

Techniques:

* Free writing
  + Mistakes
  + Unstructured
  + Reduce detail
  + Self-directed
* Deliberate
  + Slow, refined, accurate
  + Developing upon pre-existing ideas
  + Communication is the purpose

Learning development:

* Writing café Friday 10-12
  + Academic skills
* DLE Learning Development Services