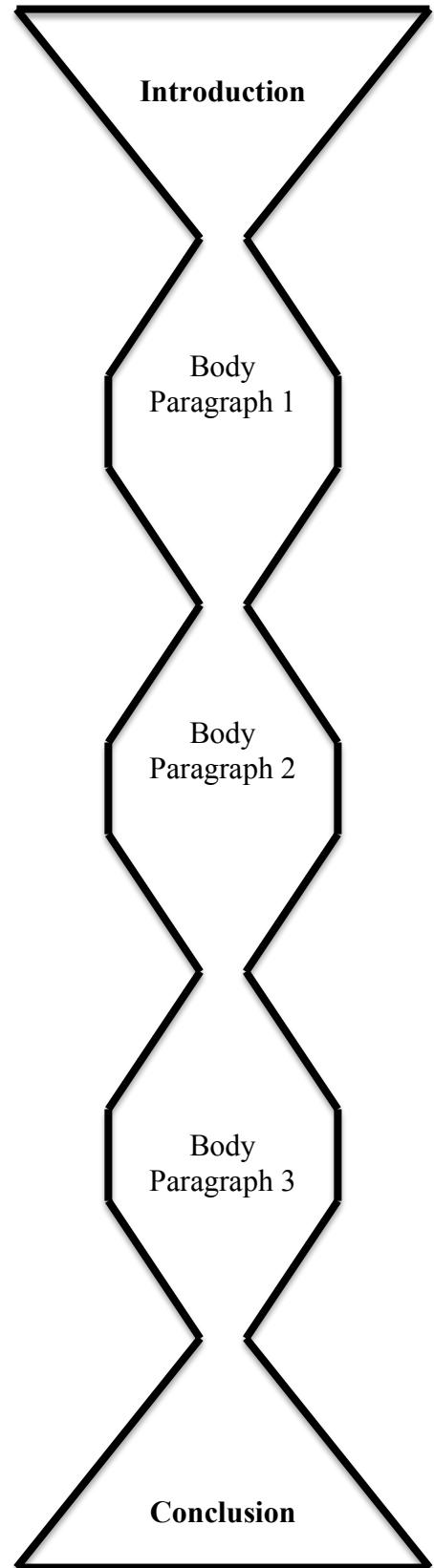


Essay Structure

In a standard 5-paragraph essay, you should have an introduction, 3 body paragraphs, and a conclusion.

In longer papers, you should talk about a particular point for as long as you need to in order to make a compelling argument. In this case you want to:

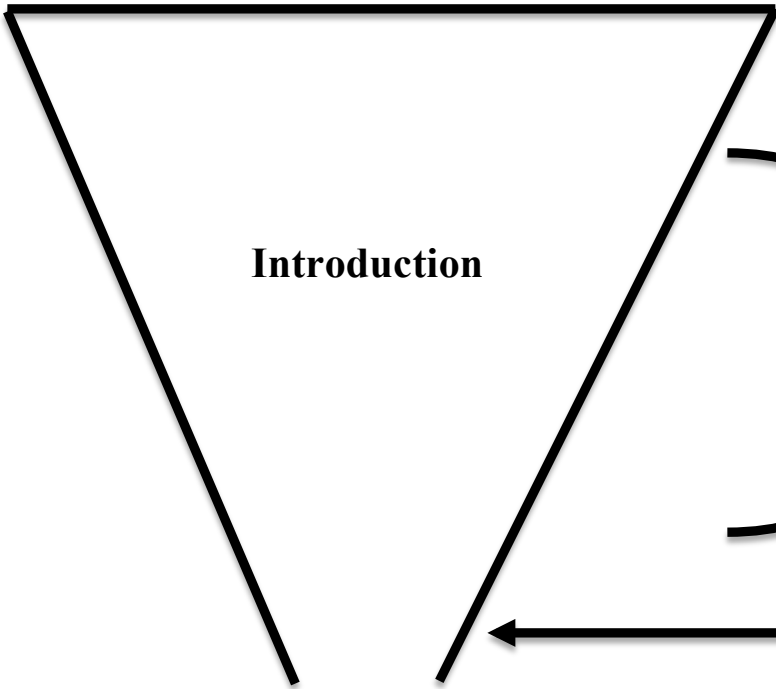
- Write multiple body paragraphs to address this particular point.
- Make sure each topic sentence still relates back to the thesis/the original argument.
- Avoid confusion. Make an outline for yourself so you can create a logical, coherent argument.
- Use transition words at the beginning of each paragraph to tie your ideas together.



Body Paragraph Structure	Starts with a topic sentence – a claim
	Support your claim with examples and textual evidence
	Should be about 5-8 sentences long
	Sentences should be no longer than 4 lines.
	Vary the sentence length.
	Intro all quotes. Provide context. Cite all quotes and paraphrasing.

Topic Sentences	Main idea of the paragraph.
	Connects directly back to the thesis.
	Connects in some way to the idea that came before it – a transition between paragraphs.

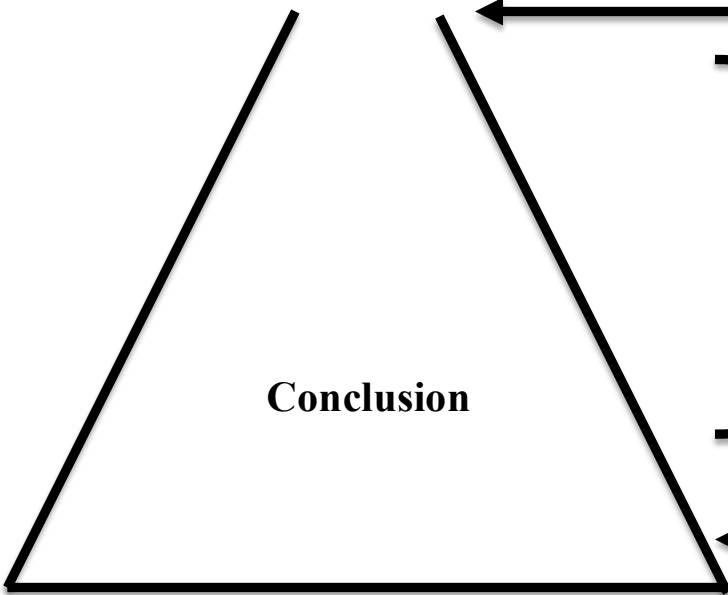
Transition Words	Although	In addition to
	In contrast to	Similarly
	While	Despite
	Not only	Another



Hook – Broad - Intro the problem or issue being addressed in the paper.

Main Ideas – Concepts and terms, big ideas being addressed, name place and date specifics.

Thesis – Specific – make a bold claim that includes all of the key terms and ideas addressed in the paper.

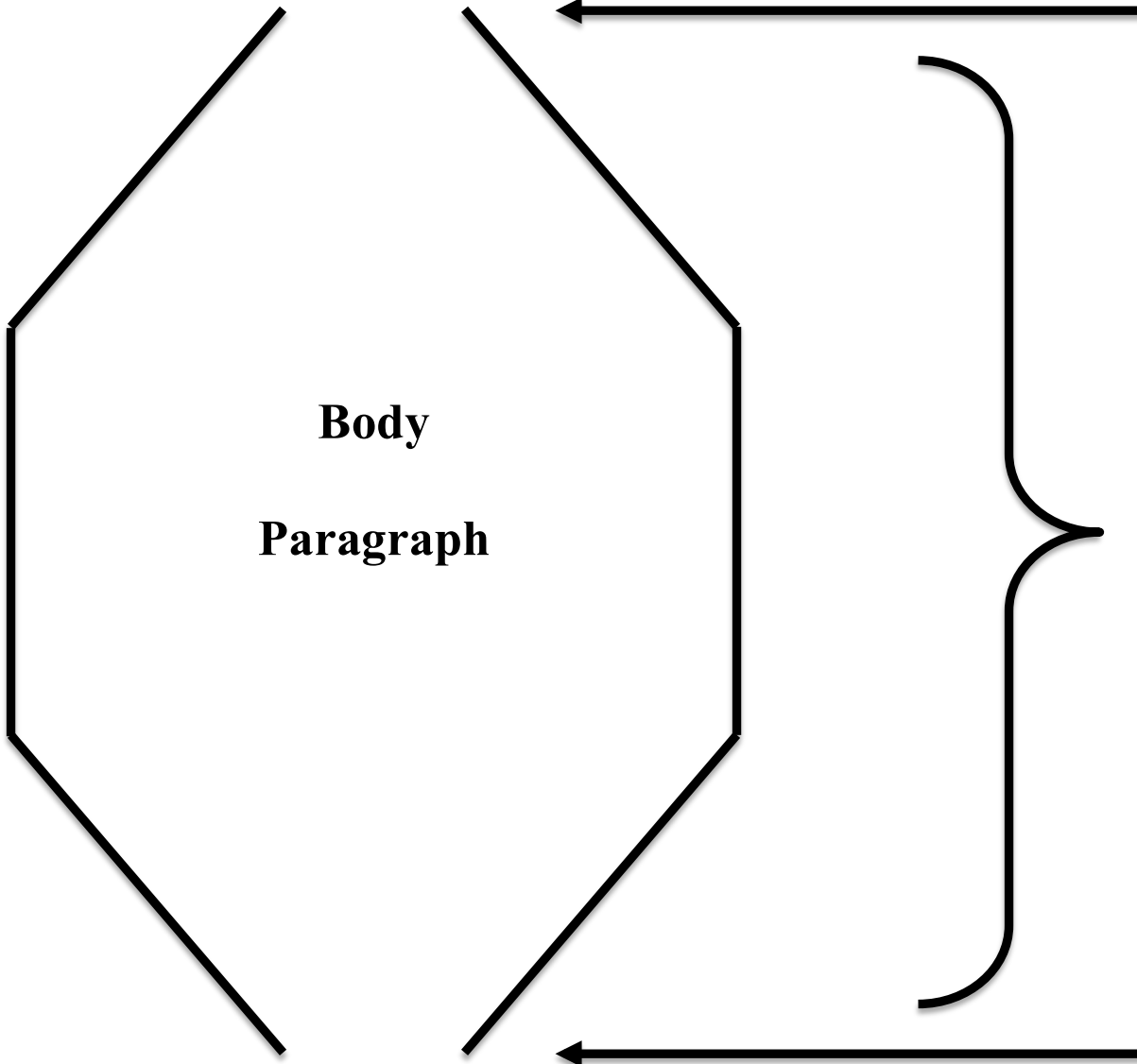


Thesis – Specific – Restate and reword the original thesis

Main Ideas – Sum up the points you discussed and the claims you made. Provide some concise insight or analysis.

Take Home Message – Broad – a big picture idea - something for the reader to ponder.

Paragraph Structure



Transition and Topic Sentence

Relates back to thesis/contains an element of your argument

Contains the main idea of the paragraph.

Supporting details and Examples

Why is your point important?

How can you prove your point?

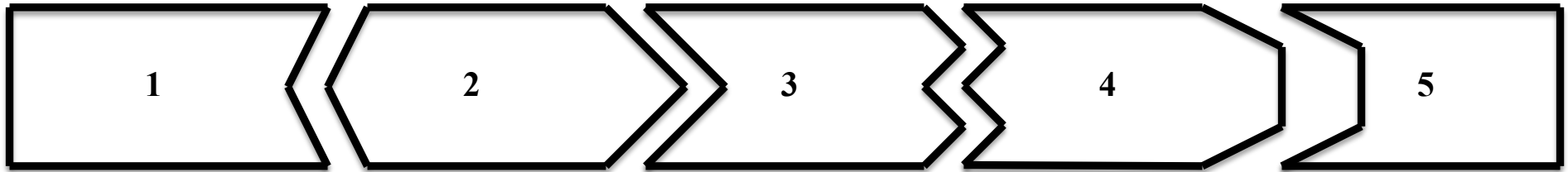
Closing sentence and Transition

Provides closure to paragraph by referencing the topic sentence idea

Body Paragraphs – Paragraph Structure

Each sentence should connect to the one before it, the content fitting together like puzzle pieces. This structure will create continuity and clarity in your writing. The diagram below illustrates this concept using simple sentences in a 5-sentence paragraph.

Note how the content of one sentence gets picked up in the following sentence. This concept is illustrated through the use of colors in the second row. Note how the paragraph begins and ends with a similar idea.



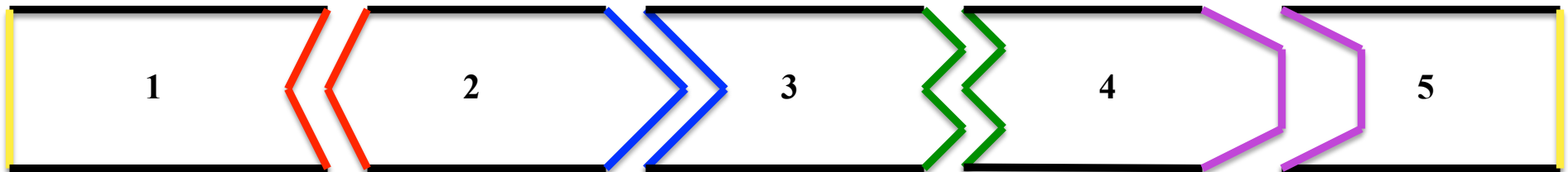
1. My dog **runs fast**.

2. He **runs fast** because he eats *meat*

3. *Meat* contains a lot of protein.

4. Protein builds strong *muscles*.

5. Strong *muscles* help my dog to **run fast**.



1. My dog runs fast

3. Meat contains a lot of protein

Sentence 1 and sentence 3 cannot appear back to back.

They do not make sense together.

The connection may make sense in your head.

However, without sentence 2, the reader will get lost.

Writing a Thesis

<p style="text-align: center;">Summarize the point of your paper in one sentence</p>	<ul style="list-style-type: none"> • What are you arguing? • What are you trying to prove? • How are you trying to prove it? • When summarizing, don't worry about using fancy words. Pretend your friend just asked what you are writing about and you need to tell them in one sentence.
<p style="text-align: center;">Generate a list of key words</p>	<ul style="list-style-type: none"> • You can do this step before you write the first draft, after you write the first draft or both. • Expand your one sentence summary to include more detail. • When summarizing your paper, pay attention to what main points you discuss and what key words you use to discuss those points. • Think about what you want readers to remember after reading the paper.
<p style="text-align: center;">Key words and phrases might include</p>	<ul style="list-style-type: none"> • Company or brand names • Product names • Campaign titles • Major players (people involved) • Time and place • Main ideas/concepts • Important terms
<p style="text-align: center;">Building to your thesis</p>	<ul style="list-style-type: none"> • In many ways, the intro paragraph is the build up to your thesis. It sets the stage. • Some key words may appear in both the intro and the thesis. • Some key words might not get used in the thesis but might belong in the intro.
<p style="text-align: center;">Create a thesis</p>	<ul style="list-style-type: none"> • Look at your word list and try to weave together at least most of those words into a single, coherent sentence.
<p style="text-align: center;">Remember</p>	<ul style="list-style-type: none"> • A thesis should be the last line of your intro paragraph. It is always the last line of that paragraph. • A thesis is not a question. It is a statement • A thesis should state an argument. • A thesis should be complex and might make for a long sentence

Intro Paragraphs

<p>An Intro Paragraph is:</p>	<ul style="list-style-type: none"> • A work of art • A paragraph without fluff • A paragraph that highlights the most important information • A paragraph (almost) in the style of a journalistic article. • A paragraph that ends with a thesis 		
<p>Example Writing Prompt</p>	<p>Analyze the Annual Report of a single Fortune 500 company of your choice, asserting and giving evidence of the most powerful visual and verbal strategies the document uses to target its intended audience.</p>		
<p>Example Intro Paragraph # 1</p>	<p>Walmart, first opened by founder Sam Walton in 1962, is one of the world’s largest retail companies with over 10,000 stores currently in operation around the world. When Walton opened the first store of this now global chain, he did so with the intention of providing loyal service and affordable products. Now, 50 years later, the company still champions Walton’s values and strong sense of integrity. Walmart’s 2012 Annual Report website sends the clear message that Walmart, a responsible company with a strong sense of tradition, is built on a foundation of leadership and is dedicated to customer service. In order to convey this message of corporate leadership and customer service to its shareholders, customers, and potential investors, the company employs three verbal and visual strategies: the use of a video that combines speech and music to create a reverential tone, the use of black and white images to invoke a sense of nostalgia and tradition, and the use of strategically highlighted words that link the company to global responsibility.</p>		
<p>Example Intro Paragraph # 1 with Key Words and Phrases Highlighted</p>	<p>Walmart, first opened by founder Sam Walton in 1962, is one of the world’s largest retail companies with over 10,000 stores currently in operation around the world. When Walton opened the first store of this now global chain, he did so with the intention of providing loyal service and affordable products. Now, 50 years later, the company still champions Walton’s values and strong sense of integrity. Walmart’s 2012 Annual Report website sends the clear message that Walmart, a responsible company with a strong sense of tradition, is built on a foundation of leadership and is dedicated to customer service. In order to convey this message of corporate leadership and customer service to its shareholders, customers, and potential investors, the company employs three verbal and visual strategies: the use of a video that combines speech and music to create a reverential tone, the use of black and white images to invoke a sense of nostalgia and tradition, and the use of strategically highlighted words that link the company to global responsibility.</p>		
<p>Notice How:</p>	<ul style="list-style-type: none"> • We get a lot of important information right up front: 		
	<ul style="list-style-type: none"> • Company name • Founder name • Founding date • Size of company 	<ul style="list-style-type: none"> • Number of stores • Located globally • Company ideals • Text analyzed in paper 	<ul style="list-style-type: none"> • Message of text • Target market of text • What author analyzes • Meaning of analysis

<p>Example Intro Paragraph # 2</p>	<p>Being both Black and female in the United States is an experience that is filled with many complexities and hardships. Because they belong to two minority groups that have spent centuries fighting for equal rights, Black women have suffered through several levels of oppression and degradation throughout American History. The roots of racism and sexism aimed at Black women can be traced to the era of slavery. Centuries ago, Black women were forced to carry the burden of being seen as weak-minded, unintelligent and overly sexual. Despite the great strides that many Black women have made in literature, science, theatre, music and athletics, these degrading stereotypes have persisted and evolved over the years. This reality is wildly apparent in beauty and fashion advertisements, where Black women are frequently misrepresented, insulted, and excluded. The representation of Black women in fashion and beauty advertising as animalistic and hyper sexualized is indicative of how Black women are viewed in American society. The perpetuation of negative stereotypes surrounding Black women, in particular, colorism and the Mammy and Sapphire personas, is directly linked to their misrepresentation in beauty and fashion advertising, leading to a denigrating, one-dimensional portrayal of the “typical” Black woman.</p>		
<p>Example Intro Paragraph # 2 with Key Words and Phrases Highlighted</p>	<p>Being both Black and female in the United States is an experience that is filled with many complexities and hardships. Because they belong to two minority groups that have spent centuries fighting for equal rights, Black women have suffered through several levels of oppression and degradation throughout American History. The roots of racism and sexism aimed at Black women can be traced to the era of slavery. Centuries ago, Black women were forced to carry the burden of being seen as weak-minded, unintelligent and overly sexual. Despite the great strides that many Black women have made in literature, science, theatre, music and athletics, these degrading stereotypes have persisted and evolved over the years. This reality is wildly apparent in beauty and fashion advertisements, where Black women are frequently misrepresented, insulted, and excluded. The representation of Black women in fashion and beauty advertising as animalistic and hyper sexualized is indicative of how Black women are viewed in American society. The perpetuation of negative stereotypes surrounding Black women, in particular, colorism and the Mammy and Sapphire personas, is directly linked to their misrepresentation in beauty and fashion advertising, leading to a denigrating, one-dimensional portrayal of the “typical” Black woman.</p>		
<p>Notice How:</p>	<ul style="list-style-type: none"> • We get a lot of important information right up front: • Major players • Place • Overarching problem • Length of problem • Historical roots of problem 	<ul style="list-style-type: none"> • Media’s portrayal of major players • Representation of major players • Industry analyzed • Type of analysis used 	<ul style="list-style-type: none"> • Specific frames used in analysis • Result of portrayals • Indication of implications of portrayal

Common Writing Mistakes

Peoples' Names	Refer to a person by his or her full name first, then by last name in subsequent references.	Example: John Smith , the CEO of Walmart, was heavily involved in creating Walmart's annual report. Smith wrote and filmed the video that appears on the homepage of the annual report website.
Abbreviations	Write out full names of companies/acts/bills etc followed by the acronym or abbreviation in parentheses the first time. Refer to the indicated abbreviation in subsequent references. →	The Academy of Vocal Arts (AVA) is a charity with a board of independent voting members, none of who are compensated for their work on the board. Although board members are not paid, the executive director of AVA , Kevin James McDowell, makes an annual salary of 114,000.
Avoid using contractions – spell them out	It's → It is	They're → They are
	Don't → Do not	Didn't → Did not
Avoid colloquial language/clichés	The products sold like hotcakes	He had all the time in the world
	He was sharp as a tack	It's a done deal
Singular vs. Plural	<p style="text-align: center;">Incorrect:</p> <p>When a person goes to the store, they might buy a piece of candy.</p>	<p style="text-align: center;">Correct:</p> <p>When a person goes to the store, he might buy a piece of candy.</p> <p style="text-align: center;">OR</p> <p>When a person goes to the store, he or she might buy a piece of candy.</p>

<p style="text-align: center;">This/That/These/Those</p> <p>Qualify the words this/that/these/those</p> <p>Find a word that specifies what this/that/these/those refers to.</p>	<p>This dog</p> <p>That procedure</p> <p>These processes</p> <p>Those ideas</p>	<p style="text-align: center;">Incorrect:</p> <p>In 2012, going to college can be a burden because of the cost of tuition, the lack of student resources, and the quality of high school education. These make it difficult for the average high school student to gain access to higher education.</p>
<p style="text-align: center;">Semi Colons</p> <p>Semi colons should be used to connect two independent clauses that are related in content.</p>	<p style="text-align: center;">Incorrect:</p> <p style="text-align: center;">I have a calico cat; that runs fast.</p> <p style="text-align: center;">I have a calico cat; dogs run fast</p>	
<p style="text-align: center;">Pronouns</p>	<p style="text-align: center;">Correct</p> <p style="text-align: center;">I have a calico cat; she is a fast runner.</p> <p>I → Use “I” in formal papers only when writing about a personal experience.</p> <p>You</p> <ul style="list-style-type: none"> • Avoid using “you” in formal writing. • “You” is best reserved for use in texts like instruction manuals • Consider replacing “you” with “one” 	