**Faculty of Economic Sciences, Commerce and Management Sciences**

Deprt. of Management Module: English

Level: First year master SM academic year: 2019/2020

Lecture: 12

***The Basics of Effective Essay Writing (Part One)***

Regardless the field you are in, composing an essay or group of essays is unavoidable. It's important that you learn how to write effective essays that communicate clearly and accomplish specific objectives.

An essay is a written composition where you express a specific idea and then support it with facts, statements, analysis and explanations. The basic format for an essay is known as the five paragraph essay – but an essay may have as many paragraphs as needed **(**master’s dissertation is considered as a long essay**)**.

1. **Select a Topic**

As college students, you are usually given the freedom to choose the topic of your essays. When selecting a topic for your essay, you'll want to make sure your topic supports the type of paper you're expected to write. If you're expected to produce a paper that is a general overview, then a general topic will suffice. However, if you're expected to write a specific analysis, then you're topic should be fairly specific.

As you are expected to choose your own topic, then the first step is to define the purpose of your essay. Is your purpose to persuade? To explain how to accomplish something? Or to educate about a person, place, thing or idea? The topic you choose needs to support the purpose of your essay.

The purpose of your essay is defined by the type of paper you're writing. There are three basic types of essay papers:

* **Analytical** - An analytical essay paper breaks down an idea or issue into its key components. It evaluates the issue or idea by presenting analysis of the breakdown and/or components to the reader.
* **Expository** - Also known as explanatory essays, expositories provide explanations and clarifications of something.
* **Argumentative** - This type of essay, also known as persuasive essay, makes a specific claim about a topic and then provides evidence and arguments to support that claim. The claim set forth in argumentative (persuasive) essays may be an opinion, an evaluation, an interpretation, or cause-effect statement. The purpose of argumentative essays is to convince or persuade the reader that a claim is valid.

Once you have defined the purpose of your essay, it's time to choose the topic. To do so, you will need to read different articles about different topics in your field. This will help you choose relevant topic and one that is interesting to you.

1. **Organize Your Ideas Using a Diagram or Outline**

Some students get scared to start writing. They want to make sure they have all their thoughts organized in their head before they put anything down on paper. Creating a diagram or outline allows you to organize your ideas and start writing smoothly. The organization of information is not necessary at this step.

Whether you use a diagram or outline doesn't really matter. Some people prefer and work better with the flowing structure of a diagram, others like the rigid and logical structure of an outline. Once you get started, you can always change formats if the format you chose isn't working out for you.

1. ***Diagram***

The following are useful steps for developing a diagram to organize ideas for your essay.

* Get started by drawing a circle in the middle of a paper just big enough to write in. Then, write your essay topic in it.
* Now, draw three or four lines out from your circle.
* At the end of each of lines, draw another circle just slightly smaller than the circle in the middle of the page.
* In each smaller circle, write a main idea about your topic, or point you want to make. If this is persuasive (argumentative) essay, then write down your arguments. If the object of the essay is to explain a process (expository), then write down a step in each circle. If your essay is intended to be informative or explain (analytical), write the major categories into which information can be divided.
* Now draw three more lines out from each circle containing a main idea and draw another circle at the end of each of these lines
* Finally, in each of these circles write down facts, information or examples that help support the main idea.

1. ***Outline***

The following are useful steps for developing an outline to organize your ideas.

* Take a page of paper and write your topic at the top.
* Now, down the left side of the page, under the topic, write Roman numerals I, II, and III, sequentially.
* Next to each Roman numeral, write the main points, or ideas, about your essay topic. If this is persuasive essay, write your arguments. If this is an essay to inform, write the major categories into which information will be divided. If the purpose of your essay is to explain a process, write down each step of the process.
* Next, under each Roman numeral, write A, B, and C down the left hand side of the page.
* Finally, next to each letter, write the information, facts, or examples that support the main point or idea.