

# ESSAY WRITING

## HOW TO WRITE AN ESSAY

### The Process of Essay Writing

#### 1. QUESTION

Carefully read  
Underline keywords  
Read again

#### 2. CHECK WORK

Question answered?  
Essay structure  
Linking sentences

#### 3. WRITING

Use Mind Map  
Expand  
Draft & edit

#### 4.

#### ACCESS RESOURCES

People  
Video  
Electronic

#### 5.

#### RECORD MATERIAL

List references  
Make notes

#### 6.

#### MIND MAP IDEAS

Group ideas  
Add more  
Build up  
Gathering Information  
Planning  
Writing  
Checking

## HOW TO DO IT BETTER

**"Be consistent in your argumentation, stay on the topic-do not wonder around"**

**Confront the reader** with a problem and then offer a solution.  
Refer to the common objections associated with your argument and confront all of them.



# Idea



**Use associations - link your idea or opinion to an already liked or popular one.**

**Cite expert opinions to back-up your arguments - other experts, that is**

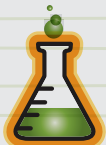


Use humor when appropriate.

### Analyze your audience

Do not expect to persuade by one sentence, you have the whole essay to do it - use various techniques.

Make use of metaphors, analogies and similarities - all the comparison techniques you can think of.

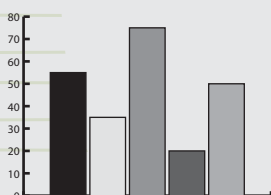


**Present the reader with a logically reasoned argument.**

**Back up your opinion with facts, not assumptions.**



**Statistics are always good** and they impress 87.6% instructors 94.8% of the time. (Statistics from "Bogus Statistics for all occasions" 2011. Yes, we made those up. Betcha didn't check! Just make sure you cite your source)



**Stay on the topic-this is no time to let your ADD or ADHD get out of- Look! A Squirrel!**

**"Ask rhetorical questions."**

Proofread, format and edit your essay a couple of times. Just as on a date,

**appearances make a big difference.**



Use repetition - but not just simply repeat the same statement - state your point in several different ways.

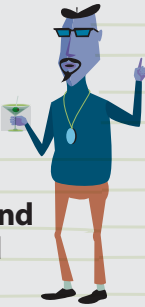


**Tell the reader why you're right - other than that you're always right!**

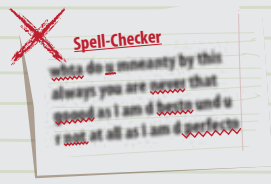
## WHAT YOU SHOULD NOT DO

**If you are persuading someone, then don't be bland about it.**

Make your argument **rich and chewy**.



**Do not trust the spell-checker and grammar-checker on your Word processor.**



**Don't serve bananas when you are asked for pork chops.**

Make sure you understand what your reader will be looking for from you.



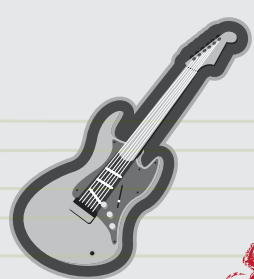
**Don't be pushy.**

If you've written it well, the reader will get it. Really.



**Don't be blah.**

**Passion** is the order of the day if you're persuading someone to your opinion.



# Passion