

Introduction

- Clearly explain what the problem is, why it is important and how you are going to tackle it.
- Develop an overall 'mission statement' – make clear your central thesis or position.
- Lure your reader in and indicate the range of topics for discussion.
- Define and explain any specialist words used in the title.
- Broadly outline your ideas rather than going into detail.

Main Body

- Develop the argument of the essay using a range of ideas, explanations and illustrated examples.
- Ensure that all claims and statements can be backed up and are relevant to the question set.
- Start each paragraph with a topic/lead-in sentence, then present evidence, and finish with a transition/lead-out sentence. Make a point, give an example, and explain/analyse it.
- Link paragraphs to one another in terms of the overall argument.
- Avoid including large amounts of material loosely paraphrased from other writers.
- Where ideas are taken from a specific source, attribute them to the author.

Conclusion

- Summarise the arguments of the essay in terms of the demands of the question e.g. 'agree', 'assess'.
- Note any limitations or qualifications.
- Draw a conclusion from your arguments, or if no definite conclusion is possible, the reasons for this being the case.