



How our experts write

A presentation by experts of
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Approach

- } We answer the question that is asked
- } We deconstruct the question
- } We avoid bullet points or numbered lists
- } We use appropriate sources to support assertions
- } We use an appropriate structure – introduction, main analysis and discussion and conclusions
- } We check for clarity, grammar and spelling
- } We think about the presentation
- } We use correct referencing
- } We believe general knowledge is not a substitute for analysis and discussion which means that referenced sources are needed.
- } Your work will be unique and won't show similarity to other people's.
NO PLAGIARISM OR COLLUSION

Assessment

- We do not rely on lists and subheadings – they impede in-depth discussion of issues, and coherent argument and do not demonstrate understanding
- We focus on questioning and analytical style, not describing e.g. what you did at the development centre or description of theory
- We identify strengths and weaknesses in models and theories.
- We don't copy large quotations about from authors .

Assessment cont...

- We draw on a greater range of material- move beyond the core text book, or one other.
- We believe it is vital to link theory/models to practice/experience. If it asks for business examples – we give them
- When relating theories to experience e.g. at the Trust – we don't offer vague, hopeful references and think a connection has been made.
- We think about strengths and weaknesses of models, don't just accept models
- We ensure that referencing is accurate and appropriate

Referencing

- We do accurate referencing
- We use peer reviewed sources
- In the body of assignment we add reference immediately after we have drawn on a source
- We include newspaper and trusted internet site references
- We include all references at the end of each question of the assignment
- If we include a direct quote we acknowledge it and show its contribution to the essay

For all answers

- We ensure that we directly answer the question
- We ensure that the question title is on the paper you are answering
- Bibliographies/reference lists is always in alphabetical order by surname.

Additional reminder

- We ensure that we have read and understood the marking scheme
- We demonstrate wider reading than the core text book on the relevant topics

We demonstrate

- That we can think critically i.e. we do more than just present information from reading and lecture notes: we select the most appropriate readings we can find for your essay, and we compare and evaluate ideas, discuss limitations, strengths and weakness and make explicit linkages between theories and models and the question asked.
- We can do some original thinking about the topic of the essay and in relation to the reading you have done.
- We can make a case, rather than just survey literature related to the essay question/topic. We identify straight away the argument we aim to make; ensuring essay be a sustained demonstration of the evidence (empirical or logical argument) for case.

Preparation

- We review all the questions against the lecture notes and your own reading/notes if provided to us.
- We conduct an in- depth literature review of the topic – starting from the lecture notes, text books and a thorough journal search

THANK YOU

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