

Handout English for Academic Purposes/ Context 1

Overall organization: introduction and conclusion

Introduction contents

Introductions are usually not more than 10% of the total length of the assignment.

☞ Task 1: What do you believe is normally found in an introduction? Choose from the list below:

	Y/N
1. It places the report in context and focuses the reader's attention on the topics that will follow.	
2. Your opinions on the subject of the text.	
3. Mention of some sources you have read on the topic.	
4. A provocative idea or question to interest the reader.	
5. Your aim or purpose of writing.	
6. The method or approach you adopt to answer the question (or an outline)	
7. Background of the topic	
8. Any limitations you set yourself.	

☞ Task 2: Read the extracts below from introductions to articles and decide which of the functions above (1-8) they are an example of.

- 1) In the past 20 years the ability of juries to assess complex or lengthy cases has been widely debated.
- 2) The rest of the paper is organised as follows: The second section explains why corporate governance is important for economic prosperity. The third section presents the model specification and describes the data and variables used in our empirical analysis. The fourth section reports and discusses the empirical results. The fifth section concludes.
- 3) The purpose of this paper is to investigate changes in the incidence of extreme warm and cold temperatures over the globe since 1870.
- 4) There is no clear empirical evidence sustaining a 'managerial myopia' argument. Pugh (1992) find evidence that supports such theory, but Meulbrook (1990), Garvey and Hanka (1999) and a study by the Office of the Chief Economist of the Securities and Exchange Commission (1985) find no evidence.

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- 5) This study will focus on mergers in the media business between 1990 and 2005, since with more recent examples an accurate assessment of the consequences cannot yet be made.

Opening sentences

The first sentence should be general but not vague, to help the reader focus on the topic. Avoid sentences that are over-general. Compare:

Nowadays there is a lot of competition among different providers of electricity.

Electricity providers are currently facing strong competition from rival companies due to the fact that semi-privatization has changed market structure.

Compare with key on next page

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Key

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	Y/N
9. It places the report in context and focuses the reader's attention on the topics that will follow.	yes
10. Your opinions on the subject of the text.	No
11. Mention of some sources you have read on the topic. (possible not necessary)	Y/n
12. A provocative idea or question to interest the reader. Thesis statement/ hypothesis	
13. Your aim or purpose of writing.	yes
14. The method or approach you adopt to answer the question (or an outline)	yes
15. Background of the topic (only very brief)	y/n
16. Any limitations you set yourself.	yes

☞ Task 2: Read the extracts below from introductions to articles and decide which of the functions above (1-8) they are an example of.

6) In the past 20 years the ability of juries to assess complex or lengthy cases has been widely debated. **7**

7) The rest of the paper is organised as follows: The second section explains why corporate governance is important for economic prosperity. The third section presents the model specification and describes the data and variables used in our empirical analysis. The fourth section reports and discusses the empirical results. The fifth section concludes. **1**

8) The purpose of this paper is to investigate changes in the incidence of extreme warm and cold temperatures over the globe since 1870. **5**

9) There is no clear empirical evidence sustaining a 'managerial myopia' argument. Pugh et.al. (1992) find evidence that supports such theory, but Meulbrook (1990), Garvey and Hanka (1999) and a

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study by the Office of the Chief Economist of the Securities and Exchange Commission (1985) find no evidence. **3**

- 10) This study will focus on mergers in the media business between 1990 and 2005, since with more recent examples an accurate assessment of the consequences cannot yet be made. **8**

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