



Paragraph Analysis

www.academic-englishuk.com/paragraph-analysis

Copyright: These materials are photocopiable but please leave all logos and web addresses on handouts. Please don't post these materials onto the web. Thank you

Teacher – Paragraph Analysis

Lesson:

This lesson highlights the important features of a paragraph. It analyses structure, topic development, in-text referencing, cohesion and author’s stance. It finishes with paragraph writing practice using key ideas and academic sources.

Introduction [10 minutes]

1. Students discuss what the main features of a paragraph are.
2. Draw a 4-row table (Figure 1) on board. Students work in small groups to label the four parts of a basic paragraph. Teacher monitors and supports [with **Paragraph ANSWERS**].

1	
2	
3	
4	

Figure 1

1	Topic sentence – key topic in this paragraph.
2	Development – the main idea / topic discussed in more detail.
3	Example – support / evidence / data / statistics that show your development is valid / credible.
4	Summary – overall main point summarised / evaluated.

Paragraph ANSWERS

Basic Paragraph Analysis 1 [20 minutes]

1. Give out ‘Basic Paragraph Analysis 1’ worksheet.
2. Work through ‘Task’ at the bottom of the worksheet step-by-step.
 - Step 1. Students highlight features in Q1.
 - Step 2. Feedback - use the **Basic Paragraph Analysis 1 ANSWERS** [pg.6].
 - Step 3. Students highlight features in Q2.
 - Step 4. Feedback – use the **Basic Paragraph Analysis 1 ANSWERS** [pg.7].
 Continue with Questions 3 & 4.

Writing [60 minutes]

This is consolidation and practice. Students write one paragraph using the knowledge acquired from the paragraph analysis lesson. Write a basic paragraph on **Globalisation**.

- 1) Give out the paragraph writing activity sheet.
- 2) Students read the question and use the ideas to write a paragraph.
- 3) Students write at least 100-150 words and use correct referencing / paraphrasing.
- 4) EXTRA: students can write two paragraphs.

More Lessons: Advanced paragraph analysis lesson

Block and point-by-point paragraph analysis lesson: www.academic-englishuk.com/paragraph-analysis

Basic Paragraph Analysis 1

Question: *Corporate Social Responsibility (CSR) is not an important consideration for business in 2020. To what extent do you agree?*

Corporate Social Responsibility (CSR) can generate a positive reputation for a company leading to possibly more sales and growth. According to Jones et al (2019), a corporation that invests in the environmental and ethical approaches of CSR will demonstrate to the public and the media that they are a responsible company. Watson (2018) states that this improves consumer sales as customers tend to support ethical green business practice thus improving profitability and encouraging growth. For example, a yoghurt company called Yeo Valley has been investing in making its products organic, creating fully recyclable packaging and reducing its CO2 output. As a result, profits have doubled within the last two years providing the company with a range of opportunities to expand (Peterson, 2019). Overall, the evidence seems to suggest that investing in CSR can improve brand image and productivity.

Task

1. **Highlight** the paragraph structure (topic sentence / development / examples or evidence / concluding sentence).
2. Highlight the topic, the controlling idea in the topic sentence and the connecting key terms throughout the paragraph.
3. Highlight the in-text referencing and reporting verbs.
4. Highlight the cohesive devices.
5. Highlight the author's voice and stance?

Paragraph Writing Activity: Globalisation

Question: *Is globalisation having a positive impact on the world?*

- 1) Read the question and use the ideas (below) to write a paragraph.
- 2) Choose a stance (yes or no).
- 3) Write either in block or point-by-point structure.
- 4) Write at least 100-150 words and use correct referencing / paraphrasing.

YES

Globalisation represents free trade, which promotes global economic growth, creates jobs, makes companies more competitive and lowers prices for all consumers ([WTO, 2018](#)).

Through foreign capital and technology, poor countries are given the opportunity to develop and prosper economically. It also creates the conditions in which democracy and respect for human rights may flourish ([The Economist, 2018](#)).

Globalisation is creating a global world power whereby politics and economics are merging. Global decisions are now being taken, which are beneficial for people all over the world ([UN, 2020](#)).

NO

Multi-national corporations are exploiting developing countries through social injustice, unfair working conditions (including slave labour) and lack of concern for the environment ([UN, 2020](#)).

Developed countries are losing jobs because they have transferred to lower- cost countries. For example, China's industry sector has taken 3.2 million jobs, including 2.4 million manufacturing jobs ([Scott, 2019](#)).

Not all free trade barriers are eliminated. For instance, 161 countries have value added taxes (VATs) on imports, which are as high as 21.6% in Europe. The U.S. does not have VAT ([Forbes, 2017](#)).

Teacher Answers

Basic paragraph

Basic Paragraph Analysis 1: ANSWERS

1. Highlight the paragraph structure (topic sentence / development / examples or evidence / concluding sentence).

Corporate Social Responsibility (CSR) can generate a positive reputation for a company leading to possibly more sales and growth. According to Jones et al (2019), a corporation that invests in the environmental and ethical approaches of CSR will demonstrate to the public and the media that they are a responsible company. Watson (2018) states that this improves consumer sales as customers tend to support ethical green business practice thus improving profitability and encouraging growth. For example, a yoghurt company called Yeo Valley has been investing in making its products organic, creating fully recyclable packaging and reducing its CO2 output. As a result, profits have doubled within the last two years providing the company with a range of opportunities to expand (Peterson, 2019). Overall, the evidence seems to suggest that investing in CSR can improve brand image and productivity.

- **Topic sentence**
- Development / explanation
- Examples / evidence
- **Concluding sentence**

Basic Paragraph Analysis 1: ANSWERS

2. Highlight the topic, the controlling ideas in the topic sentence and connecting key terms throughout the paragraph.

Corporate Social Responsibility (CSR) can generate a positive reputation for a company leading to possibly more sales and growth. According to Jones et al (2019), a corporation that invests in the environmental and ethical approaches of CSR will demonstrate to the public and the media that they are a responsible company. Watson (2018) states that this improves consumer sales as customers tend to support ethical green business practice thus improving profitability and encouraging growth. For example, a yoghurt company called Yeo Valley has been investing in making its products organic, creating fully recyclable packaging and reducing its CO2 output. As a result, profits have doubled within the last two years providing the company with a range of opportunities to expand (Peterson, 2019). Overall, the evidence seems to suggest that investing in CSR can improve brand image and productivity.

- **Topic:** Corporate Social Responsibility (CSR)
- **Controlling ideas:** reputation / sales / growth
- **Connecting key terms:**
- CSR: environmental / ethical approaches / CSR / ethical green business practice / organic, / recyclable packaging / CO2 output / CSR
- Reputation: public / media / a responsible company / brand image
- Sales: consumer sales / improving profitability / profits / doubled
- Growth: encouraging growth / a range of opportunities to expand / productivity

Basic Paragraph Analysis 1: ANSWERS

3. Highlight the in-text referencing and reporting verbs.

Corporate Social Responsibility (CSR) can generate a positive reputation for a company leading to possibly more sales and growth. **According to Jones et al (2019)**, a corporation that invests in the environmental and ethical approaches of CSR will demonstrate to the public and the media that they are a responsible company. **Watson (2018) states** that this improves consumer sales as customers tend to support ethical green business practice thus improving profitability and encouraging growth. For example, a yoghurt company called Yeo Valley has been investing in making its products organic, creating fully recyclable packaging and reducing its CO2 output. As a result, profits have doubled within the last two years providing the company with a range of opportunities to expand **(Peterson, 2019)**. Overall, the evidence seems to suggest that investing in CSR can improve brand image and productivity.

- **In-text referencing**
- **Reference Verbs**

Basic Paragraph Analysis 1: ANSWERS

4. Highlight the cohesive devices.

Corporate Social Responsibility (CSR) can generate a positive reputation for a company **leading to** possibly more sales and growth. According to Jones et al (2019), a corporation **that** invests in the environmental and ethical approaches of CSR will demonstrate to the public and the media **that** they are a responsible company. Watson (2018) states that **this** improves consumer sales as customers tend to support ethical green business practice **thus** improving profitability and encouraging growth. **For example**, a yoghurt company called Yeo Valley has been investing in making **its** products organic, creating fully recyclable packaging and reducing its CO2 output. **As a result**, profits have doubled within the last two years **providing** the company with a range of opportunities to expand (Peterson, 2019). **Overall**, the evidence seems to suggest that investing in CSR can improve brand image and productivity.

- Cohesive devices

Basic Paragraph Analysis 1: ANSWERS

5. Highlight the author's voice and stance?

Corporate Social Responsibility (CSR) **can** generate a positive reputation for a company leading to **possibly more** sales and growth. According to Jones et al (2019), a corporation that invests in the environmental and ethical approaches of CSR **will demonstrate** to the public and the media that they are a responsible company. Watson (2018) states that this improves consumer sales as customers **tend to** support ethical green business practice thus **improving** profitability and encouraging growth. For example, a yoghurt company called Yeo Valley has been investing in making its products organic, creating fully recyclable packaging and reducing its CO2 output. As a result, profits have doubled within the last two years providing the company with **a range of** opportunities to expand (Peterson, 2019). Overall, the evidence **seems to suggest** that investing in CSR **can** improve brand image and productivity.

- **Stance**
- **Cautious / hedging language**
- **The author clearly disagrees with the question: *Corporate Social Responsibility (CSR) is not an important consideration for business in 2020***