Paragraph Analysis

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EXAMPLE

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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].

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figure 1

Paragraph ANSWERS

Basic Paragraph Analysis 1 [20 minutes]
1. Give out ‘Basic Paragraph Analysis 1’ worksheet.
   Step 1. Students highlight features in Q1.
   Step 2. Feedback - use the Basic Paragraph Analysis 1 ANSWERS [pg.6].
   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 [insert data] of CSR will demonstrate to the public and the media that they are a responsible company. Watson (2018) states that this improves [insert data] tend to support [insert data] thus improving [insert data]. For example, a yoghurt company called [insert name] has been investing in making its products [insert data] recyclable [insert data]. As a result, profits have doubled within the last two years providing the company with a range of [insert data] 2019).

Overall, the evidence seems to suggest [insert data] 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 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 creates jobs, makes and lowers prices for all consumers (WTO, 2018).

Through foreign capital and technology, poor countries to . It also creates the conditions in which democracy and respect for (The Economist, 2018).

Globalisation whereby politics and economics are merging. Global decisions are now being taken, which the world (UN, 2020).

NO

Multi-national corporations are exploiting developing , unfair working and lack of concern for the environment (UN, 2020).

Developed countries are losing jobs - cost countries. For example, taken 3.2 million jobs, including 2.4 million manufacturing jobs (Scott, 2019).

Not all free . For instance, 161 countries have (VATs) on imports, which . 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 [insert topic sentence] of CSR will demonstrate to the public and the media that they are a responsible company. Watson (2018) states that this improves [insert development] tend to support [insert evidence]. Thus improving [insert examples]. For example, a yoghurt company called [insert examples] has been investing in making its products [insert examples] recyclable. As a result, profits have doubled within the last two years providing the company with a range of [insert examples], (2019). Overall, the evidence seems to suggest [insert concluding sentence] brand image and productivity.

- **Topic sentence**
- **Development**
- **Examples**
- **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 **reputation** of CSR will demonstrate to the public and the media that they are a responsible company. Watson (2018) states that this improves **sales** tend to support **growth** thus improving **reputation**. For example, a yoghurt company called **CSR** has been investing in making its products **recyclable**. As a result, **profits** have **doubled** within the last two years providing the company with a range of **brand image** and **productivity**.

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- **Topic**: Corporate Social Responsibility (CSR)
- **Controlling ideas**: reputation / growth
- **Connecting key terms**: 
  - **CSR**: environmental / ethical approaches / CSR / organic / CO2 output / CSR
  - **Reputation**: public / brand image
  - **Sales**: consumer sales / profits / doubled
  - **Growth**: encouraging growth / 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 __________ of CSR will demonstrate to the public and the media that they are a responsible company. Watson (2018) states that this improves __________ tend to support __________ thus improving __________. For example, a yoghurt company called __________ has been investing in making its products __________ recyclable __________. As a result, profits have doubled within the last two years providing the company with a range of __________, 2019). Overall, the evidence seems to suggest __________ 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 of CSR will demonstrate to the public and the media that they are a responsible company. Watson (2018) states that this improves tend to support thus improving . For example, a yoghurt company called has been investing in making its products recyclable . As a result, profits have doubled within the last two years providing the company with a range of , 2019).

Overall, the evidence seems to suggest 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 [ ] of CSR will demonstrate to the public and the media that they are a responsible company. Watson (2018) states that this improves [ ] tend to support [ ] thus improving [ ]. For example, a yoghurt company called [ ] has been investing in making its products recyclable [ ]. As a result, profits have doubled within the last two years providing the company with a range of [ ] 2019). Overall, the evidence seems to suggest [ ] brand image and productivity.

- Stance
- Cautious / hedging language
- The author clearly disagrees with the question: Corporate Social Responsibility (CSR) is [ ] consideration for business in 2020