QA

Learn. To Change.

ACE Workshop:

Introductions and Conclusions

Please note: these workshops are interactive!
Message the lecturer if you are unable to unmute your microphone during session.

Session will start at: 00:00

Introductions and Conclusions: Workshop Content

Explain the purpose of introductions and conclusions

Label the structural components of introductions and conclusions

Modify example introductions and conclusions and describe improvements in academic quality

By the end of the lesson, you will be able to:

Write well-structured introductions and conclusions to maximise the grade received in your assignments.

Section

Purpose

1

Introduction

A

To summarise your findings, link back to the assignment question, and demonstrate the importance of your completed project and possible consequences for future research / development.

2

Main Body

B

To outline the essential context for the assignment, 'echo back' the assignment's keywords so the marker knows how you intend to meet the brief and indicate the structure of your text to follow.

3

Conclusion

C

To develop your argument in detail, utilising well-chosen evidence to construct a compelling answer which tackles every aspect of the assignment question.

Task

Match the assignment section (1-3) to its purpose (A-C).

Section

Purpose

1 Introduction

2 Main Body

3 Conclusion

B To **outline the essential context** for the assignment, 'echo back' the assignment's keywords so the marker knows how you intend to meet the brief and **indicate the structure of your text** to follow.
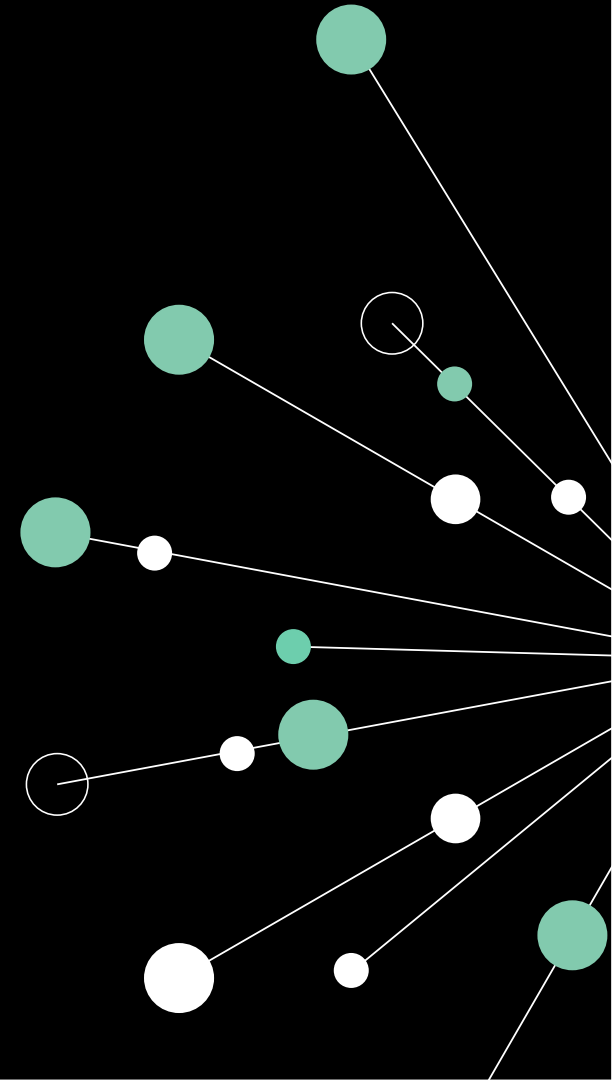
C To **develop your argument in detail**, utilising well-chosen evidence to construct a compelling answer which tackles every aspect of the assignment question.

A To **summarise your findings**, link back to the assignment question, and demonstrate the importance of your completed project and **possible consequences for future research** / development.

Writing the Introduction

Which of these are appropriate to include in an assignment introduction?

Some background information on the topic.

Yes, but provide **only the essentials** the marker needs to appreciate your critical analysis later!

Which of these are appropriate to include in an assignment introduction?

⊗ A provocative rhetorical question to interest the reader.

No, rhetorical questions are not used in academic writing. **Use a statement** instead.

Which of these are appropriate to include in an assignment introduction?

A recap of the research you have undertaken on the topic.

No, this belongs in the **conclusion**.

Which of these are appropriate to include in an assignment introduction?

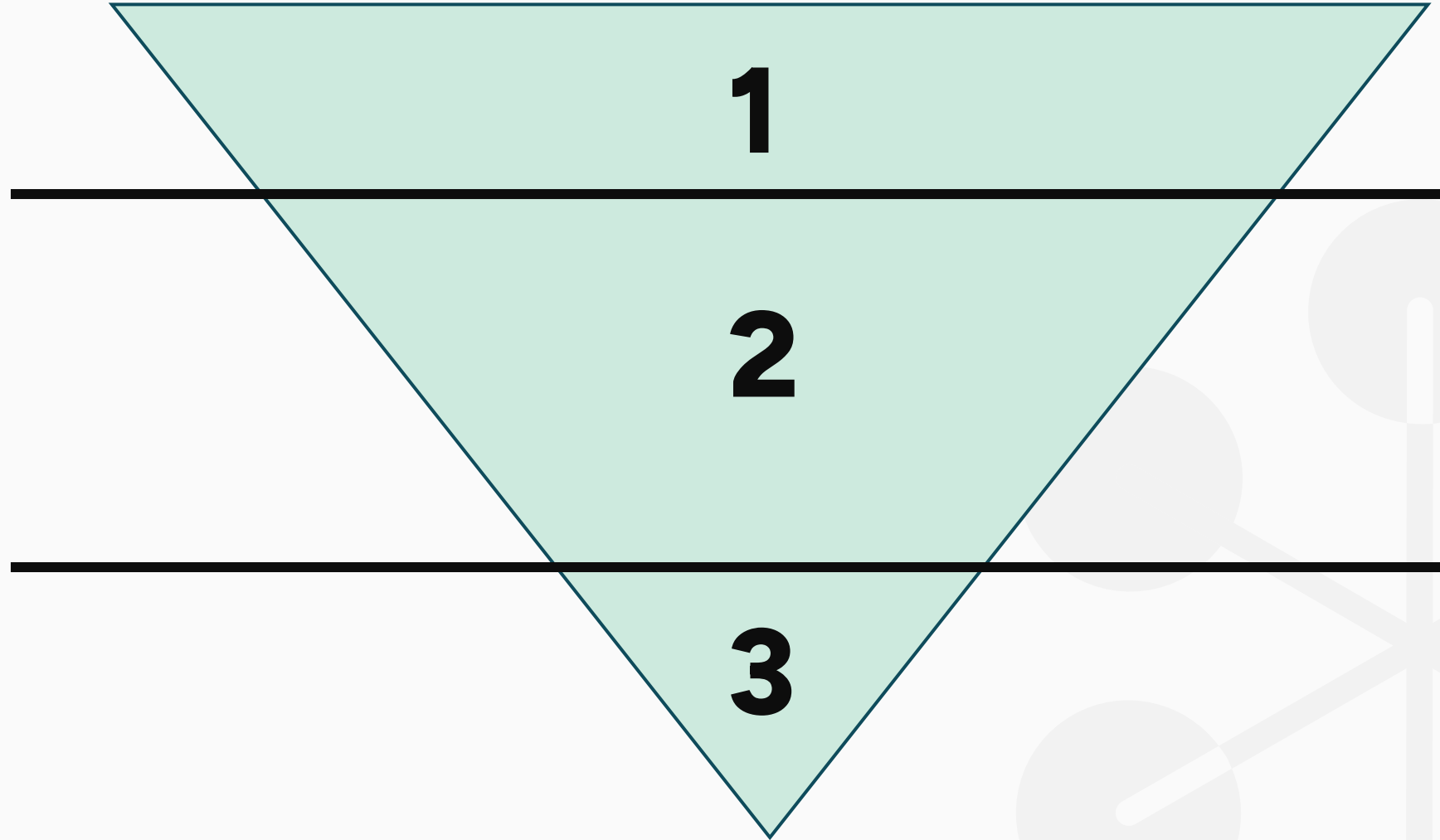An indication of your line of argument to follow.

Yes, this will help the marker **anticipate** the **structure** of your **main body**.

Structure of an Introduction: General to Specific

A: Structure of Assignment

B: Background Information

C: Topic of Assignment

1

2

3

Task

Match the content (A-C) to its correct position (1-3).

Structure of an Introduction: General to Specific

Background Information
Outline the assignment's essential context.

Topic of Assignment
'Echo back' the assignment's key words so the marker knows you intend to follow the brief.

Structure of Assignment
Indicate the layout of your text to follow.

1B. Background

2C. Topic

3A. Structure

Purpose

1 **Background**
Outline the essential context

2 **Topic**
Introduce the specific issue being explored

3 **Structure**
Indicate the structure of the text to follow

Example

A This report will analyse how the three interlinked concepts are present from processes governing the onboarding of new starters to opportunities for fruitful cross-departmental collaboration (Author x, 2022) and continuing professional development, as Organisation x seeks to facilitate creative individuals to innovate and create lasting change.

B Like many successful businesses, these traits are foregrounded explicitly in the organisation's strategy (Author x, 2022) and are manifested daily in projects to keep them in the forefront of employees' minds (Author y, 2021).

C Creativity, innovation and change are embodied in the culture of Organisation x, as essential factors in attaining the company's goal of "transforming our clients' lives" (Organisation x, 2023).

Task

Match the purpose (1-3) to the example (A-C).

Purpose

Answer

Example

1 **Background**
Outline the essential context

2 **Topic**
Introduce the specific issue being explored

3 **Structure**
Indicate the structure of the text to follow

C **Creativity, innovation and change** are **embodied** in the **culture of Organisation x**, as essential factors in attaining the company's goal of "transforming our clients' lives" (Organisation x, 2023).

B Like many successful businesses, these traits are foregrounded explicitly in the **organisation's strategy** (Author x, 2022) and are **manifested daily in projects** to keep them in the forefront of employees' minds (Author y, 2021).

A This report will analyse how the three interlinked concepts are present from **processes governing the onboarding of new starters** to **opportunities for fruitful cross-departmental collaboration** (Author x, 2022) and **continuing professional development**, as Organisation x seeks to facilitate creative individuals to innovate and create lasting change.

Example Introduction

Criteria

Outlines the essential context	✓
Introduces the specific topic being explored	✓
Indicates the structure of the text to follow	✓

Creativity, innovation and change are embodied in the culture of Organisation x, as essential factors in attaining the company's goal of "transforming our clients' lives" (Organisation x, 2023). Like many successful businesses, these traits are foregrounded explicitly in the organisation's strategy (Author x, 2022) and are manifested daily in projects to keep them in the forefront of employees' minds (Author y, 2021). This report will analyse how the three interlinked concepts are present from processes governing the onboarding of new starters to opportunities for fruitful cross-departmental collaboration (Author x, 2022) and continuing professional development, as Organisation x seeks to facilitate creative individuals to innovate and create lasting change.

Incomplete Introduction

The digital revolution has had wide-ranging impacts on financial services (Author x, 2023) and as an industry leader this is especially true for Organisation x. The industry-wide adoption of the technologies of artificial intelligence and big data (Author y, 2022) has presented both opportunities and challenges for Organisation x in its attempts to "meet clients' needs in the modern age" (Organisation x, 2023).

Task

What would you add to improve this introduction?

Incomplete Introduction

Criteria	
Outlines the essential context	✓
Introduces the specific topic being explored	✓
Indicates the structure of the text to follow	⚠

The digital revolution has had wide-ranging impacts on financial services (Author x, 2023) and as an industry leader this is especially true for Organisation x. The industry-wide adoption of the technologies of artificial intelligence and big data (Author y, 2022) has presented both opportunities and challenges for Organisation x in its attempts to "meet clients' needs in the modern age" (Organisation x, 2023).

Improved Introduction

Criteria

Outlines the essential context	✓
Introduces the specific topic being explored	✓
Indicates the structure of the text to follow	✓

The digital revolution has had wide-ranging impacts on financial services (Author x, 2023) and as an industry leader this is especially true for Organisation x. The industry-wide adoption of the technologies of artificial intelligence and big data (Author y, 2022) has presented both opportunities and challenges for Organisation x in its attempts to "meet clients' needs in the modern age" (Organisation x, 2023). This report will first examine how AI and big data are utilised to automate time-consuming tasks like market research and customer support, increasing Organisation x's efficiency and productivity (Author z, 2022), before proceeding to explore the risks posed by using imperfect data and how to overcome these.

Writing Your Introduction

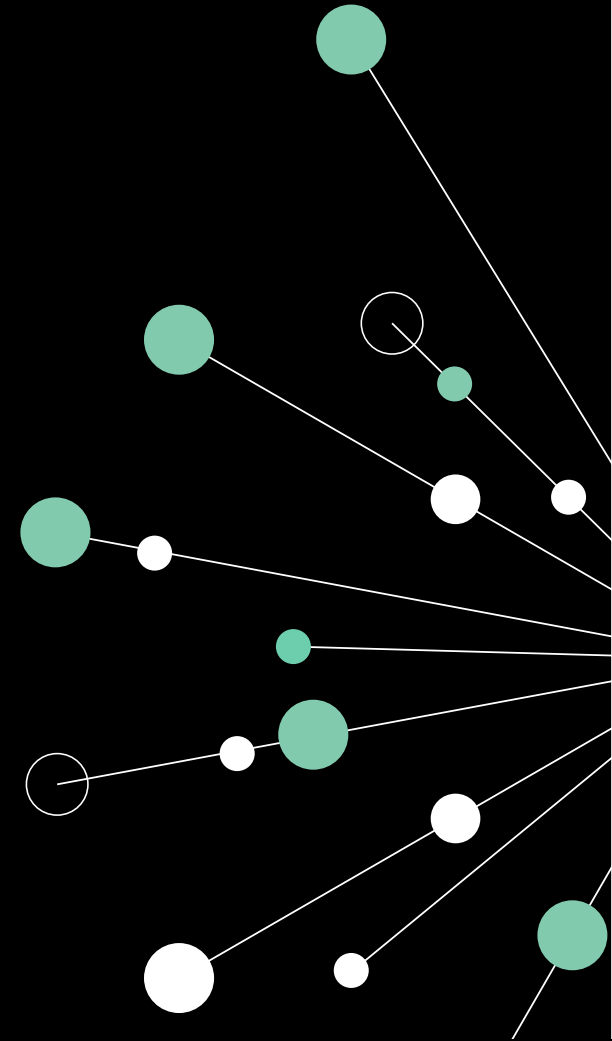| Checklist: |
|---|
| **Background information** all **relevant** and **revisited** critically in main body |
| **Main keywords** in assignment question **engaged with** |
| **Structure of main body** clearly **signposted** |
| **Suitable length** (around 10% of the total word count usually expected for introduction and conclusion combined) |

Writing the Conclusion

Which of these are appropriate to include in an assignment conclusion?

✓ A recap of the main points of your argument.

Yes, but keep this **concise**. Only the **central themes** should be restated.

Which of these are appropriate to include in an assignment conclusion?

⊗ Some new information on the topic not mentioned before.

No, all **information relevant** to your **argument** should be **covered in the main body**.

Which of these are appropriate to include in an assignment introduction?

⊗ A quotation that appears to sum up your findings.

No, if an existing quotation can sum up your findings, then your research is **not particularly valuable**.

Which of these are appropriate to include in an assignment introduction?

✓ An indication of how your findings are significant for future research, or your career or organisation's development.
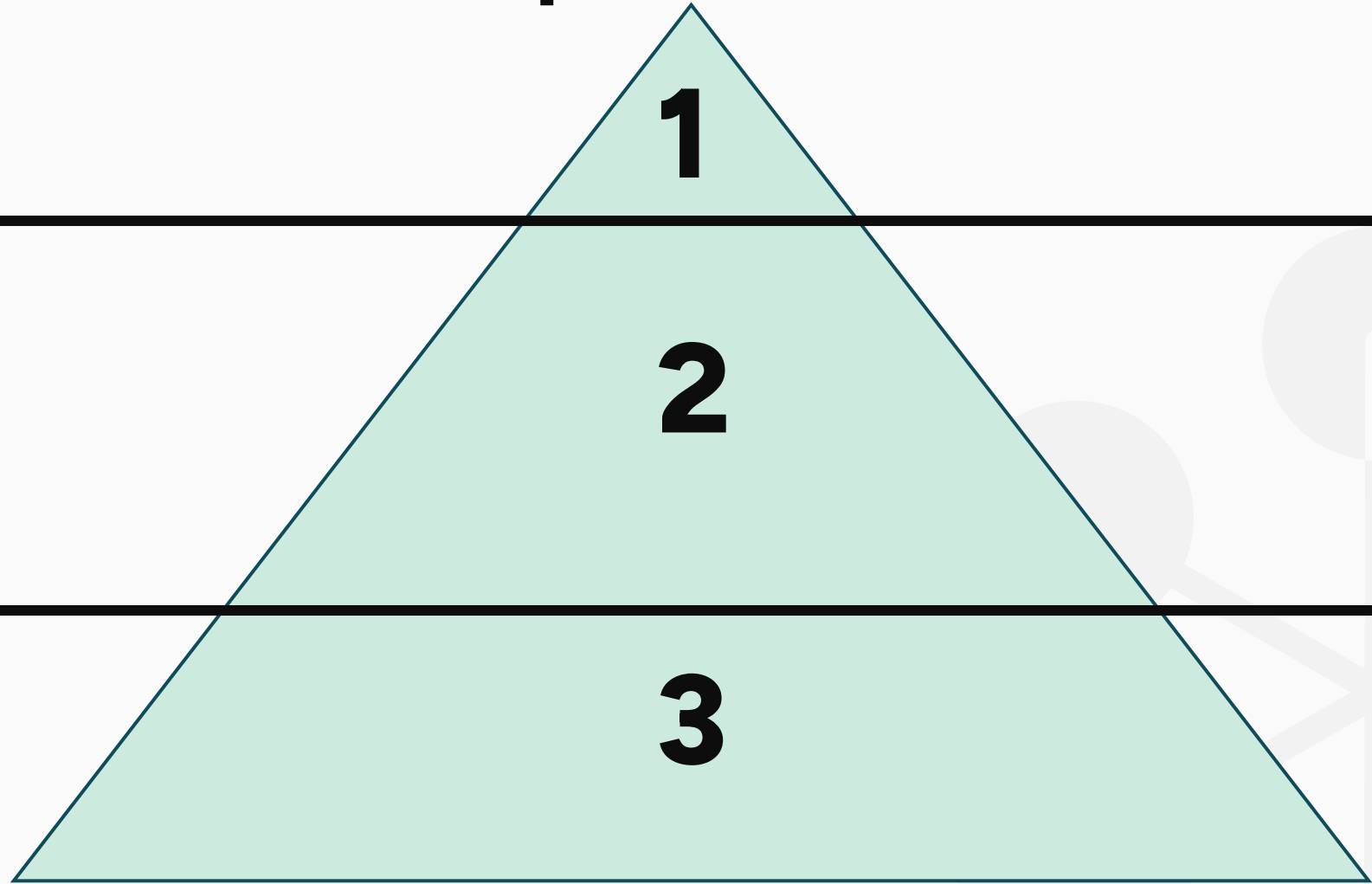
Yes, demonstrate how your research will have positive **consequences** for **yourself**, your **company** and/or **the field**.

Structure of a Conclusion: Specific to General

A: Link to Assignment Question

B: Implications / Next Steps

C: Summary of Findings

1

2

3

Task

Match the content (A-C) to its correct position (1-3).

Structure of a Conclusion: Specific to General

Summary of Findings
Provide a broad overview.

Link to Assignment Question
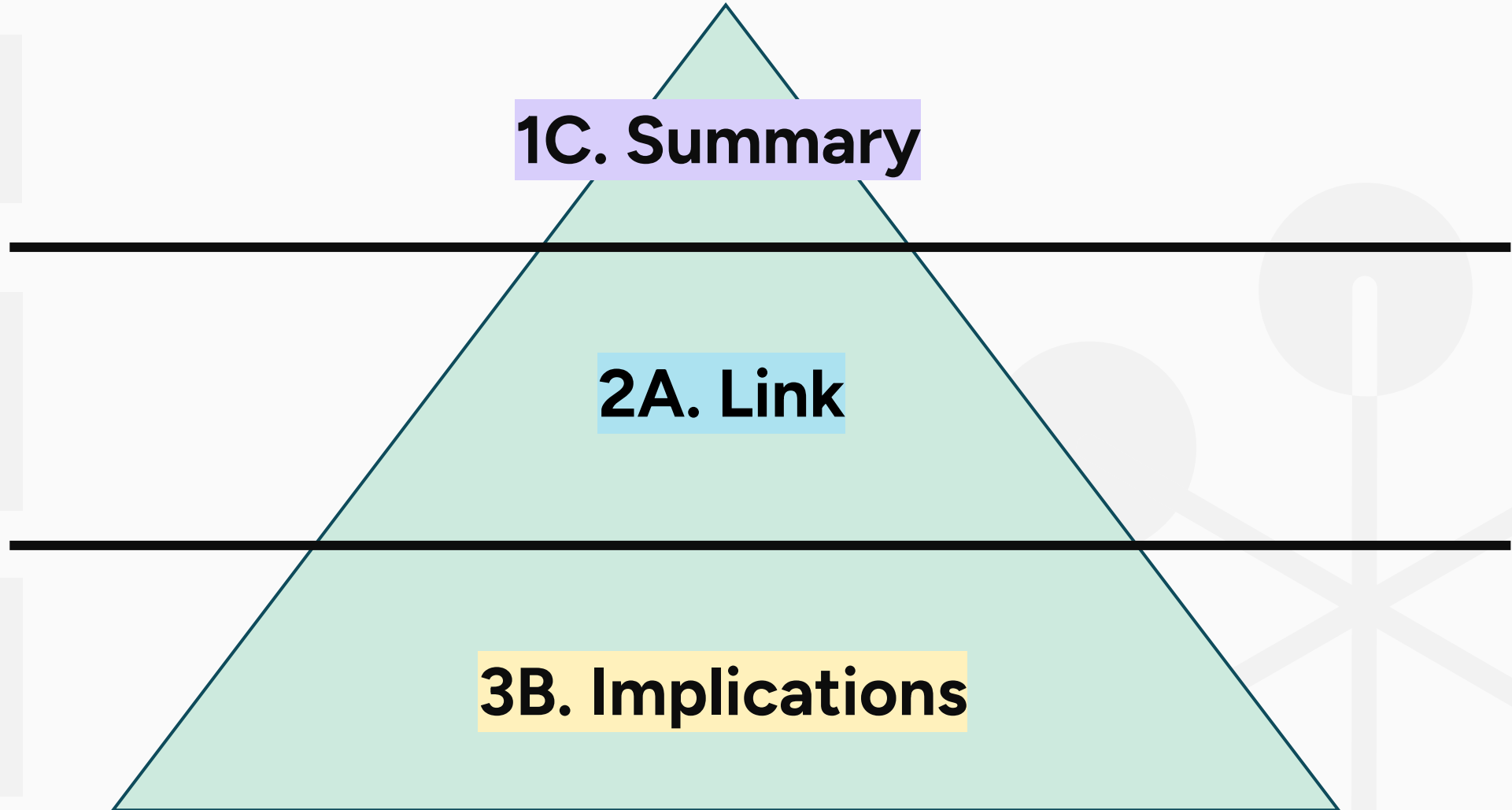Reiterate assignment topic.

Implications/Next Steps
Demonstrate the importance of your completed project.

1C. Summary

2A. Link

3B. Implications

Example Conclusion

The example on the next slide fulfils the structural requirements of a conclusion:

1. Summarises main findings
2. Restates the assignment topic
3. Demonstrates possible consequences of the research

However, it has some issues with content.

Task

Identify the content issues and suggest potential improvements.

Poor Conclusion

This report has shown undeniably that although AI and Big Data have drawbacks, these technologies are essential and totally reliable components of a modern financial services provider's client offering. Organisation x's inevitable gains in productivity over the next five years will only strengthen this position. The opportunities and challenges posed by the digital revolution on the industry have thus been examined and concerns have been shown to be entirely exaggerated. Obviously, more could be done to make these technologies even safer and more efficient in future and research could be conducted to achieve this. Another useful avenue to pursue could be the use of digital twins to improve financial decision making (Author x, 2024).

Summarises main points

Restates the assignment topic

Demonstrates consequences of research

Overstated Claims

This report has **shown undeniably** that although AI and Big Data have drawbacks, these technologies are essential and **totally reliable** components of a modern financial services provider's client offering. Organisation x's **inevitable gains in productivity** over the next five years will only strengthen this position. The opportunities and challenges posed by the digital revolution on the industry have thus been examined and concerns have been shown to be **entirely exaggerated**. **Obviously**, more could be done to make these technologies even safer and more efficient in future and research could be conducted to achieve this. Another useful avenue to pursue could be the use of digital twins to improve financial decision making (Author x, 2024).

Assignment topic not covered fully

This report has shown undeniably that although AI and Big Data have drawbacks, these technologies are essential and totally reliable components of a modern financial services provider's client offering. Organisation x's inevitable gains in productivity over the next five years will only strengthen this position. The **opportunities and challenges** posed by the digital revolution on the industry **have thus been examined** and concerns have been shown to be entirely exaggerated. Obviously, more could be done to make these technologies even safer and more efficient in future and research could be conducted to achieve this. Another useful avenue to pursue could be the use of digital twins to improve financial decision making (Author x, 2024).

New information introduced

This report has shown undeniably that although AI and Big Data have drawbacks, these technologies are essential and totally reliable components of a modern financial services provider's client offering. Organisation x's inevitable gains in productivity over the next five years will only strengthen this position. The opportunities and challenges posed by the digital revolution on the industry have thus been examined and concerns have been shown to be entirely exaggerated. Obviously, more could be done to make these technologies even safer and more efficient in future and research could be conducted to achieve this. **Another useful avenue to pursue could be the use of digital twins to improve financial decision making (Author x, 2024)**.

Writing Your Conclusion

Checklist:
Main points of argument **summarised** and linked back to assignment
Conclusions well-supported by academic evidence
Implications of research explored
Suitable length (around 10% of the total word count usually expected for introduction and conclusion combined)

Introductions and Conclusions - Review

⊗ The content of an introduction should develop from the specific to general.

Introductions and Conclusions - Review

✓ A conclusion should demonstrate the importance of your completed project and possible consequences for future research / development.

Introductions and Conclusions - Review

Around 10% of an assignment's word count is usually expected for the introduction and conclusion combined.

References and Further Reading

Bailey, S. (2015) *Academic Writing*. 4th edn. Abingdon: Routledge

De Chazal, E. and Rogers, L. (2013) *Oxford EAP*. Oxford University Press

Vicary, A. (2014) *Grammar for Writing.* Reading: Garnet

ACE Feedback

Thank you for attending this ACE Workshop.
We would be grateful if you could take 2 minutes to complete our **feedback form**.

Do you require further academic support?

| Look on the ACE Page for resources | Check out our upcoming workshops | Book a 1-2-1 tutorial |

Any questions?