

Methodology

Autumn 2015
(ac. year 2015-2016)

Nadezhda N. Pokrovskaja

PhD in Economics ; Doctoral degree in Sociology

[nnnp@nnp@europe](mailto:nnnp@nnp@europe.nn)[nnnp@europe](mailto:nnnp@europe.nn)[nn](mailto:nnnp@europe.nn)

[nnnp@europe](mailto:nnnp@europe.com)[com](mailto:nnnp@europe.com)

Assessment

The whole score for this course is maximum 20 points and includes 2 parts:

- + 8 points for the presentation (individually)

- + 12 points for the written exam results (open question for 5 pts + case study for 7 pts).

Presentation (8 points)

- Presentation topics
 - Your choice of topics
- Formal requirements :
 - Power Point Presentation .ppt – 2003, Not Vista!
 - 3-5 minutes
 - 3-10 pages
- Presentation is to be
 - presented to other students 14 Nov
 - **Delay** reduces **4 points** !
 - Sent to [nnp @ europe.com](mailto:nnp@europe.com) the same day

Examination (12 points)

Written exam

- lasts 1 hour = 60 minutes

The exam includes:

- Essay or annotation – 5 points
- Detailed plan – 7 points.
- You should ask your manager about the date of the Exam (10-14 Feb 2016)

Methodology

Detailed plan

2015 Nov 6

Nadezhda N. Pokrovskaja

[nnnp@nnnp@europe](mailto:nnnp@nnnp@europe.nnnp@europe.nnnp@europe.com)
nnnp@europe.com

Structure Your Essay

- Structure your paragraphs clearly
- Use headings, numbering, and other technical formats to emphasize your main points
- Use examples, facts, and explanations to support your ideas.

Detailed plan

- Intro
- 1 –
 - 1.1.
 - 1.1.1.
 - 1.1.2.
 - A – e.g.
 - B –
 - ...
 - 1.1.3.
 - 1.2. ...
- 2
- ...
- Conclusion

Detailed plan – content 1

- Intro
- 1 – Main idea or Essential topic
 - 1.1. History and reasons of creation
 - 1.1.1.Environment which needed to be solved
 - 1.1.2.What did prepare the solution?
 - 1.1.3.Who where the main **actors** who were involved in solving?
 - 1.2.The main idea of the topic
 - 1.3. and its different aspects

Detailed plan – content 2

- 2 – Pro or implementations
 - 2.1. The first essential results
 - 2.1.1. The problem was it solved ?
 - 2.1.2. What positive consequences else ?
 - 2.2. Practical implementations
 - 2.2.1. The essential one
 - 2.2.1.1. example
 - 2.2.2. The additional ones
 - 2.2.2.1. example
 - 2.3. Results as basis for further improving in some fields

Detailed plan – content 3

- 3 – Contrasts, negative consequences
 - 3.1. The obstacles
 - 3.1.1. How did they interfere ? What the groups or objects which suffered ?
 - 3.1.2. What was the mechanism of their action ?
 - 3.1.3. What were the solutions or they are not found until today?
 - 3.2. The consequences
 - 3.3. The alternative solutions ?
- Conclusion

Detailed plan – content 4

- 4 – Actual situation in the field
 - 4.1. Possible versions (alternative solutions)
 - 4.1.1. Involved actors
 - 4.1.2.
 - 4.2. The pro and contras
 - 4.3. The reasons, why it is not solved yet
- Conclusion

Methodology

Exam Taking Strategy

2015 Nov 6

Nadezhda N. Pokrovskaja

nnnp@nnp@europe.nnp@europe.nnp@europe.com

If you see one of these terms, try to organize your essay to respond to the question or questions indicated : – 1

evaluate: What are the arguments for and against this idea? Which arguments are stronger?

Assess: What are the arguments for and against this idea?

identify: What is this idea? What is its name?

interpret: What does this idea mean? Why is it important?

justify: Why is this correct? Why is this true?

outline: What are the main points and essential details?

summarize: Briefly, what are the important ideas?

trace: What is the sequence of ideas or order of events?

If you see one of these terms, try to organize your essay to respond to the question or questions indicated: – 2

classify: Into what general category/categories does this idea belong?

compare: What are the similarities among these ideas? What are the differences?

contrast: What are the differences between these ideas?

critique: What are the strengths and weaknesses of this idea?

define: What does this word or phrase mean?

describe: What are the important characteristics or features of this idea?

Write an Exam

5 minutes

- Essay = 5 points
 - Define Financial motivation in HRM
- Detailed plan = 7 points
 - Describe Post-modern Management theories

Read the questions thoroughly

- Take a few minutes before writing your essay to read the question carefully
 - determine exactly what you are being asked to do
- Most essay exam questions, or “prompts,” are carefully worded and contain specific instructions:
 - WHAT you are to write about
 - HOW you should organize your answer

Read the questions thoroughly

- Read the questions carefully, and mark and circle the key words, such as the action verbs and the subject
 - if you do not understand the structure of the questions, ask the professor for clarification
- Choose a key word from the topic in order to introduce your essay.

Analyze the questions

- **Decide what you are being asked to do.**
- Try looking closely at what the question is directing you to do, and try to understand the sort of writing that will be required.

Analyze the questions

- Focus on what you **do** know about the question, not on what you **don't**
- Look at the active verbs in the assignment
 - they tell you what you should be doing

Plan your answer

- Jot down the main points you intend to make as you think through your answer.
- Then, you can use your list to help you stick to the topic.
- In an exam situation, it's easy to forget points if you don't write them down.

Structure Your Essay:

- Take a minute or two to form a very broad but clear outline.
- List the main topics and points you would like to elaborate on.
- Organization always adds confidence in your writing and is the key to writing a well-written essay answer.

E.g.

- Our life is heavily dependent on the supply of energy.
- After World War II, especially, developed countries received great benefits from electricity.
- However, today more than 30% of the global population still live in off-grid areas, without electricity (Hogue 2008).
- This is mostly in developing countries or remote parts of developed countries, such as mountainous areas or isolated islands.
- Economically, it would be very challenging to produce electricity for these areas (Gillett 2006).
- As developing countries grow economically, the demand for energy will increase rapidly, thus adding to the pollution problems caused by fossil fuels.
- Renewable energy technology could be the solution to these problems.
- This essay will first demonstrate the need for electricity in remote areas, and then the extent to which renewable energy technology can meet this need in remote areas will be examined by looking at some examples.

Structure Your Essay:

- Always state your thesis in the last sentence of your first paragraph.
- Continue to support your thesis throughout the essay by providing examples and description
- Avoid restating it without support

Structure Your Essay:

- Avoid repetitiveness in the essay.
- Check that the information that you have applied is understandable, readable, and to the point.
- Be direct and remember that the instructor wants to see that you understand the content.
- The instructor's intention is not to see how many pages you can write in a certain amount of time.

Structure Your Essay:

- When drafting your essay do not worry about spelling and grammatical mechanics
- If you have time
 - you can correct the problems once the information has been written
 - revise and proofread

Structure Your Essay:

- If the essay is not very clear, then you might want to see if you can add short sentences and or even a paragraph that elaborates and sums up what you have applied.
- Look for confusing or murky sentences, words, and ideas that can be eliminated.

Write out your essay, using good writing techniques

- As was said earlier, essay exams are like other essays, so use the same good writing strategies you use for other kinds of writing.
- Keep in mind that your purpose is to persuade your reader—the examiner—that you know the material.



Essay Components

ESSAY STRUCTURE

The Thesis Statement / Introduction Paragraph

- This is the most important part of any well-written essay. Usually limited to one or two sentences, the thesis statement is the main idea, or topic, of your essay.
- An essay without a strong and clearly defined thesis statement is like a ship without a captain. The essay will drift aimlessly without a clear direction.

- The thesis statement is the leader of your essay, because every other word written afterward is there to support it.
- Before you ever begin writing you must come up with a solid thesis statement. It is usually placed early in the text, in the first paragraph.
- This first paragraph is called the introduction paragraph, because it introduces the topic of your essay.

Supporting Paragraphs:

- Everything written after the thesis statement is there to support it. The ideas you choose to support your thesis statement need to be separated into paragraphs.
- Each paragraph will develop one, and only one, supporting idea or point.
- These ideas need to be supported within the paragraph, not just stated. Back up your ideas with additional information about them.
- Also, be sure to make smooth transitions between each of your supporting paragraphs, don't just jump from one idea to the other.

First paragraph

- normally, the first paragraph of the essay body contains the strongest argument of the whole work, the brightest illustration to prove the author's point or an example that is rather significant.
- The topic of the paragraph must be mentioned in the topic sentence in one of the first sentences of the paragraph.
- A “transitional hook” for the next paragraph is required

Second paragraph

- The second paragraph contains correspondingly the second strongest argument of the essay.
- The beginning of the second paragraph must be tied with the end of the first one with a “reverse hook”. The topic sentence is revealed in the beginning of the paragraph.

Third paragraph

- The third paragraph opens the weakest argument to the reader. The topic sentence is to be related or reflect the thesis statement of the essay.
- The major point of the essay starts to be revealed and through a “transitional hook” continues in the concluding paragraph

Hooks

- Introductory hook – At the start of the introduction, use a catchy sentence to provoke the reader to keep on reading.
- Transitional hook –
 - end the introduction
 - with a promise of better things to come in the next paragraph
 - The reader must want to know what is next.
 - The transitional hook should always appear on the last sentence of all paragraph succeeding paragraphs.

- Reverse hook – this is ideally placed on the first two sentences of the first paragraph of the body, to relate the discussion to the transitional hook of the introductory paragraph.
- Hooks can be compared to torch lights. They show the reader the way from beginning to end. Without these hooks, reading the article is like reading disjointed snippets of a book.

Conclusion / Summary Paragraph

- This is the last paragraph in your essay.
- Here you will summarize the main points and ideas and let the reader know the essay has come to an end.

Conclusion / Summary Paragraph

- Do not repeat your thesis statement word for word, however.
- Restate your thesis in a new manner, with different words.
- If needed, provide an opinion or suggestion about the subject of your writing.



Essay Content

Essay types

Essay Types

- The ability to write effectively is one of the critical skills
- Typically this is attained via practice: writing skills develop as the result of assigning students dozens, if not hundreds of essays on different topics, with every essay serving its own purpose.

The Definition Essay

- The main function of the definition essay is to explain, or to acquaint your reader with something; it can be used to describe, explain or present some information.
- In order to write an expository essay, preparation and background research will be required. This will arm you with facts and information that will be subsequently conveyed to your reader.
- No matter the size, an essay should at all times include an introduction and a conclusion – the body length may vary.

The Persuasive Essay

- If you have to persuade your reader about something, your essay becomes a persuasive one.
- With this type of writing you will need not only to prove your point, but will also have to persuade your opposition that your viewpoint is logical and well founded, and thus – better.
- In this case, you are no longer merely showing what you know; you are convincing the reader that you are correct in your viewpoint.

The Argumentative Essay

- The art of argumentation is not an easy skill to acquire.
- Many people might think that if one simply has an opinion, one can argue it effectively, and these folks are always surprised when others don't agree with them because their logic seems so correct.
- Additionally, writers of argumentation often forget that their primary purpose in an argument is to "win" it – to sway the reader to accept their point of view.

The Cause and Effect Essay

- The cause and effect essay includes some elements of writing that might be considered more professional than those a descriptive or narrative essay might include.
- It is very important, for instance, that your tone be reasonable, and that your presentation be factual and believable.
- Sources are often required in a cause/effect paper, and your choice of these sources is important as they reflect on the validity of your paper.
- Additionally, the first-person point of view does not work; you should sound objective and impartial

The Comparison and Contrast Essays

- The main purpose and function of compare and contrast essays is obvious – to find similarities and dissimilarities between two or more objects or things.
- This kind of writing requires the writer to be an observer; in most cases it doesn't require scholarly research or any specific referencing.
- Such essays are mostly subjective in nature, and writers are required to come up with differences or similarities they are able to point out and analyze.
- There are different compare and contrast patterns for these essays, yet the overall essay structure remains invariable: there should be an introduction, a few body paragraphs and a conclusion.

Thank you!

• Questions?

- Wednesday, Nov 14, 14:30
- Don't forget to make your presentations
 - Attention! Presentations – in PPT 2003 !!
 - No Vista !



Structure and visual aids

Presentation

TIPS AND SUGGESTIONS FOR PRESENTATIONS

- Presentation time for regular papers = usually, 12 minutes + 3 minutes for questions
- If you choose to show a video or use any other form of multimedia presentation, this counts within your 12 minute time limit!

LANGUAGE

- English is not your first language □ take the time to write your presentation and have the grammar proofed by someone.
- Speak slowly
- Use short sentences
- Use small words
- Avoid phrases that are difficult to pronounce

PRESENTATION STRUCTURE

- An effective oral presentation should be structured accordingly:

Opening

- Arouse your audience's interest
- Demonstrate why the topic is important (ie: why they should listen to you)

Outline of Main Points

- Provide one slide at the beginning of your presentation in the form of a table of contents/agenda to show the topics you will be covering and the order in which you will cover them.

Detail of Main Points

- Follow the order of your outline
- Limit the number of points you make, since listeners cannot process as much information as readers can
- Be clear when you are switching to a new point, since listeners cannot follow as easily as readers can

Conclusion

- Give a summary of your main points

Question Period (3 minutes at the end of each presentation)

- Prepare yourself by thinking of possible questions and rehearsing answers ahead of time.
- Paraphrase or repeat all questions to be sure that you understand what is being asked and that the audience has heard the question.
- Keep everyone involved by speaking to the entire audience instead of just the person who asked the question.
- Answer the questions clearly and concisely without going off on rambling tangents.

VISUAL AIDS

- In order to help your audience concentrate on your presentation and understand what you are saying, it is advisable to use visual aids.
- Such aids also add variety and interest to your lecture, and help your audience to remember your presentation longer than they would with words alone.

General Information for Slides

- Use 1-2 slides per minute of your presentation
- 5-7 points per slide.
- Use effective titles
 - to look at the slide and understand its meaning without explanation
- Be consistent with your headings and subheadings
 - Use the same font, size, and color throughout
 - use the same wording in your table of contents slide as in your detailed slides. This makes your presentation easier to follow.
- Use graphs rather than just figures and words
 - This makes data easier to comprehend and retain.
- Proof your visual aids for spelling mistakes!
- Avoid wordiness. Use key words and phrases only.

Font

- Use large font. The minimum font size you should use is 18-point type, and 24-point font is even better.
- Except for very short titles, capitalize only the first letter of a sentence or phrase
- Choose a readable font. (Times New Roman is a serif font. Arial is a sans serif font.)

Colour and Background

- Use colour to serve a function, not merely to decorate. For example, colour can be used to reinforce the logic of your structure (ex: title in one colour and text in a different colour) or for emphasis.
- The colour of titles and text should contrast sharply with the background colour. Otherwise, your audience will not be able to read your slides.

Graphs and Charts

- Avoid overly complex graphs and charts that will have your audience members trying to understand the slides rather than listening to you.
- Do not use unnecessary shading, borders, 3D effects or legends.

Preparation



The effort required to make quality slides will be wasted if they are not used properly. Please take the time to practice your presentation with the visual aids so that you use them effectively.

Learn to use the hardware.

- If you bring your own laptop to the conference, you should know how to connect it to the LCD projector.
- If you are using the conference computer, you should know how to load your presentation onto the hard drive.
- You should also have your slides in the correct order and ready to use.

Learn to use the software.

- If you are doing a PowerPoint presentation, you should know how to change your slides forwards and backwards, use the pointer function, etc.

Correct slides

- Show only the chart/slide that you are discussing. Otherwise, your audience will become confused.

Practice

- Practice your presentation so that you feel comfortable talking and changing slides.
- Again, if English is not your first language, please take the time to write your presentation and have the grammar proofed by someone.