



The ACEDA Team

INTRODUCTIONS AND CONCLUSIONS

- If you are having difficulties seeing the screen or hearing, sign out and back in again.
- Please mute your microphone when joining the session.
- You can unmute yourself when necessary.

Please note, these workshops are interactive!
Please turn on your camera when the session starts.
Message the lecturer if you are unable to unmute your microphone during the session.

Session will start at:

XXXX

QA The Plan for Today – Aims and Objectives

Understand the purpose of introductions and conclusions

Describe the structure of introductions and conclusions

Practise improving the academic quality of example introductions and conclusions

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

Write well-structured introductions and conclusions to maximise the effectiveness of your academic arguments.



Section

1

Introduction

2

Main Body

3

Conclusion

Purpose

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.

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.

Task

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



Section

1

Introduction

2

Main Body

3

Conclusion

Answers

Purpose

B

To **outline the essential context** for the assignment, 'echo back' the assignment's keywords so the marker knows you intend to follow 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

QA Writing the Introduction

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

1. Some background information on the topic.



QA Writing the Introduction

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

1. Some background information on the topic.

Yes, but provide only the essentials we need to appreciate your critical analysis later!



QA Writing the Introduction

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

2. A provocative rhetorical question to interest the reader.



QA Writing the Introduction

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

2. A provocative rhetorical question to interest the reader.

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



QA Writing the Introduction

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

3. A definition of any key terms or concepts.



QA Writing the Introduction

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

3. A definition of any key terms or concepts.

Definitions are acceptable but at higher levels you may be expected to instead demonstrate understanding through the well-chosen application of a concept to professional practice.



QA Writing the Introduction

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

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



QA Writing the Introduction

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

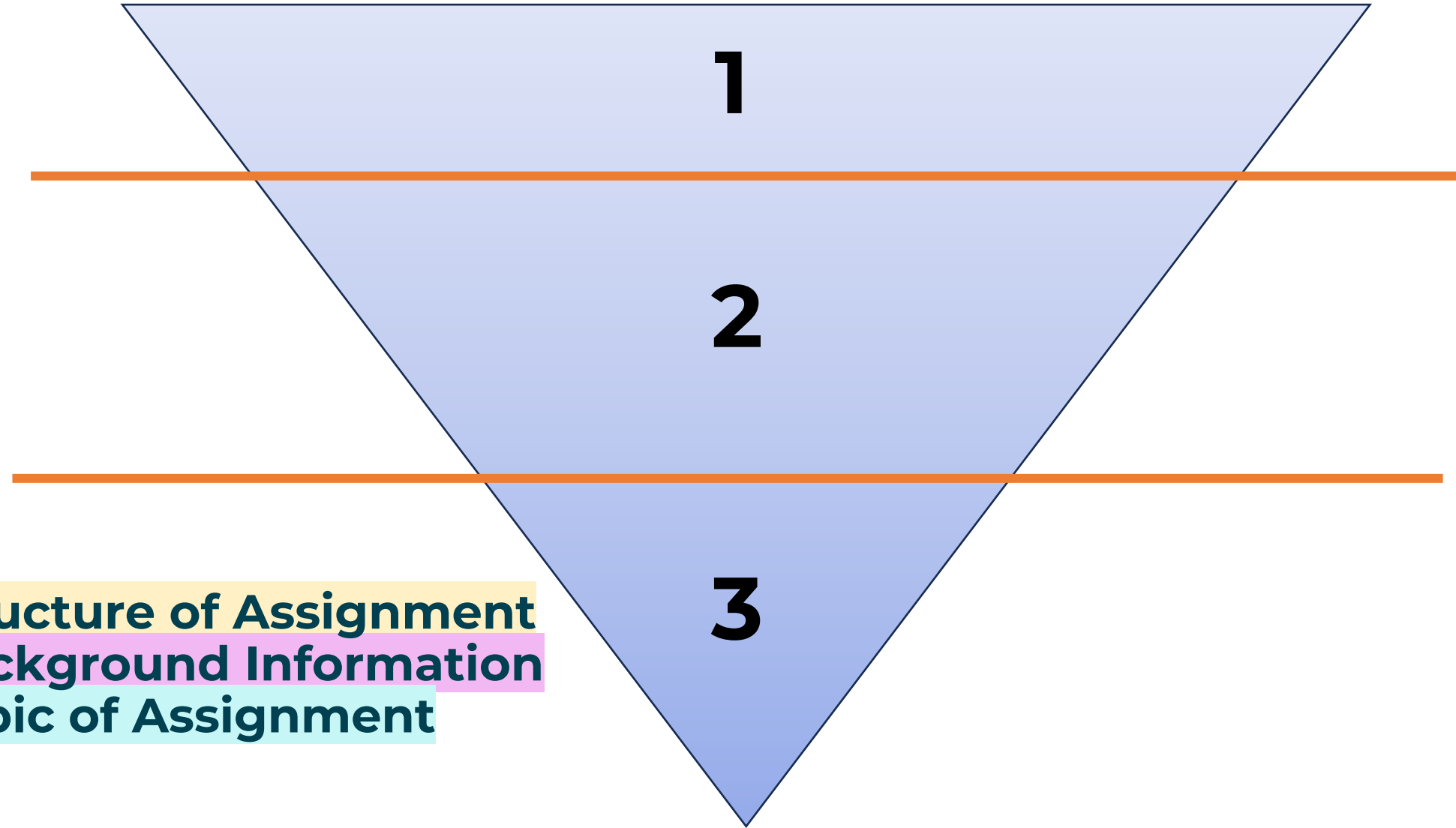
4. A recap of the research you have undertaken on the topic.

No, this belongs in the conclusion.



QA

Structure of an Introduction: General to Specific



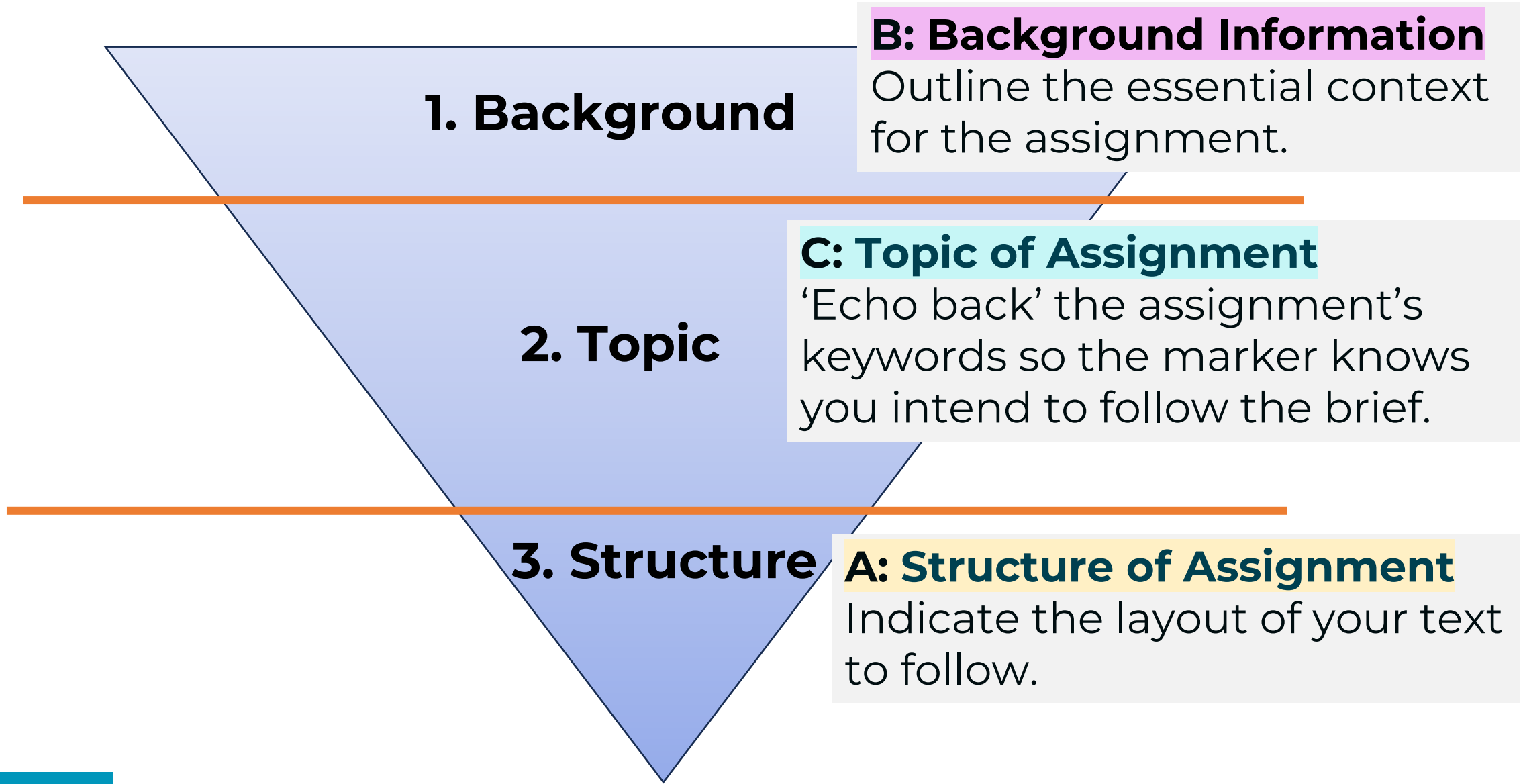
- A: Structure of Assignment
- B: Background Information
- C: Topic of Assignment

Task

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



Structure of an Introduction: General to Specific





Purpose

1

Background – Outline the essential context

2

Topic – Introduce the specific topic 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) in the chatbox



Purpose

1

Background – Outline the essential context

2

Topic – Introduce the specific topic being explored

3

Structure - Indicate the structure of the text to follow

Example

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 1

This example fulfils the requirements of an introduction.

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.



Example Introduction 2

Task

A. In your group discuss whether this example fulfils the requirements of an 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).

B. What would you add to improve this introduction?



Example introduction 2

Answer

Does this example fulfil the requirements of an introduction?

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).



Example introduction 2

Answer

Does this example fulfil the requirements of an introduction?

| | |
|---|--|
| 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 (AI) 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 the Introduction



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

QA Writing the Conclusion

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

1. A recap of the main points of your argument.



QA Writing the Conclusion

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

1. A recap of the main points of your argument.

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



QA Writing the Conclusion

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

2. Some new information on the topic not mentioned before.



QA Writing the Conclusion

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

2. Some new information on the topic not mentioned before.

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



QA Writing the Conclusion

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

3. A quotation that appears to sum up your findings.



QA Writing the Conclusion

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

3. 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.



QA Writing the Conclusion

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

4. An indication of how your findings are significant for future research, or your career or organisation's development.



QA Writing the Conclusion

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

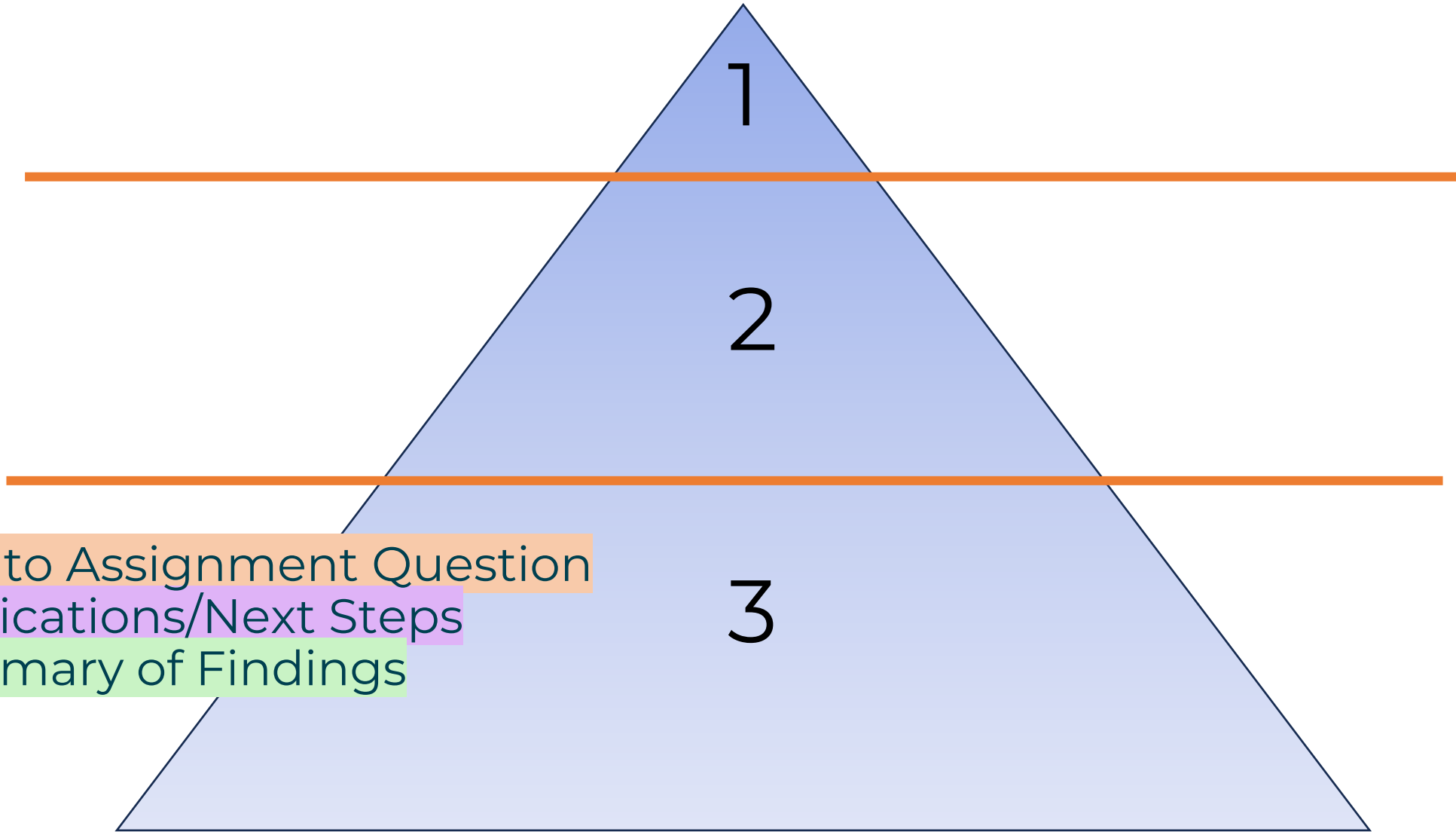
4. An indication of how your findings are significant for future research, or your career or organisation's development.

Yes, demonstrate how your research will have positive consequences for yourself, your company and/or the field.



QA

Structure of a Conclusion: Specific to General



A: Link to Assignment Question

B: Implications/Next Steps

C: Summary of Findings

Task

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

Structure of a Conclusion: Specific to General

1. Summary

C: Summary of Findings
Provide a broad overview.

2. Link

A: Link to Assignment Question
Reiterate assignment topic.

3. Implications

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



Example Conclusion

Task

The following example 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. In groups, identify the issues and suggest potential improvements.

Please take a screengrab of this example conclusion.

**Summarises
main points**

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).

**Restates the
assignment
topic**

**Demonstrates
possible
consequences
of research**



Example 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).

Overstated claims – you should use only cautious, hesitant language supported by academic evidence.



Example 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).

Assignment topic not covered fully – the author has mentioned only the opportunities of the digital revolution in this conclusion, not the challenges.



Example 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).**

Irrelevant/new information introduced – the author introduces the possibility of using digital twins in the final sentence, which is irrelevant new information not covered elsewhere.



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)



Review

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



Review

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Review

2. The purpose of a conclusion is 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**.



Review

2. The purpose of a conclusion is 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**.





Review

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



Review

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





Academic Concern?

The ACE Team

Step 1

Look on the ACE page for resources (3 formats)

[ACE Page](#)

Step 2

Check the upcoming workshops

[Book a Workshop](#)

Step 3

If you are still unclear, book in a tutorial

[Book a Tutorial](#)

Thank you for attending today's ACE workshop.
We would be grateful if you could take 2 minutes
to complete our **feedback form**.

[ACE Team Feedback Form](#)



References and Further Reading

The ACE Team

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

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

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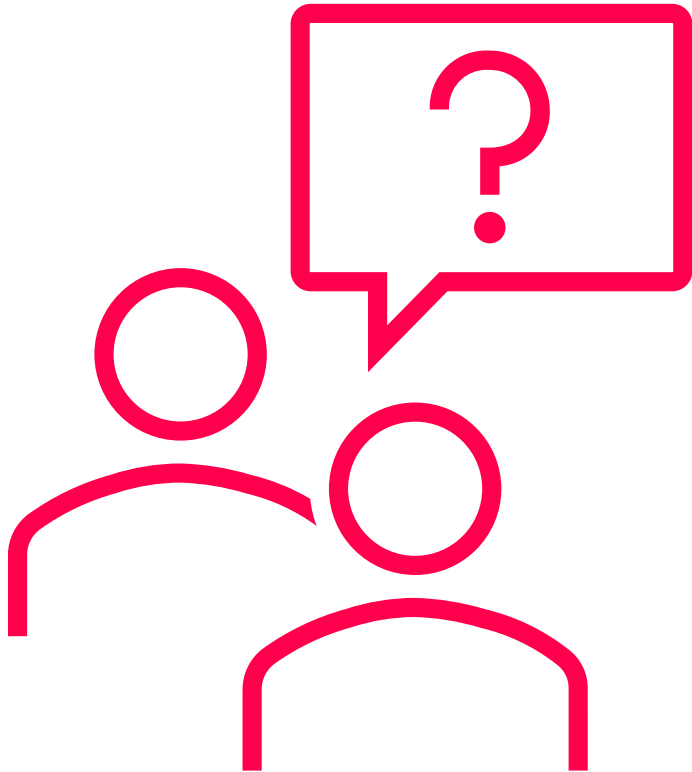
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University of Newcastle Library (2023) *How to write an essay: Introduction*. Available at: <https://libguides.newcastle.edu.au/how-to-write-an-essay/essay-introduction> (Accessed: 26 June 2024)

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

QA

Any Questions?



Thank You!