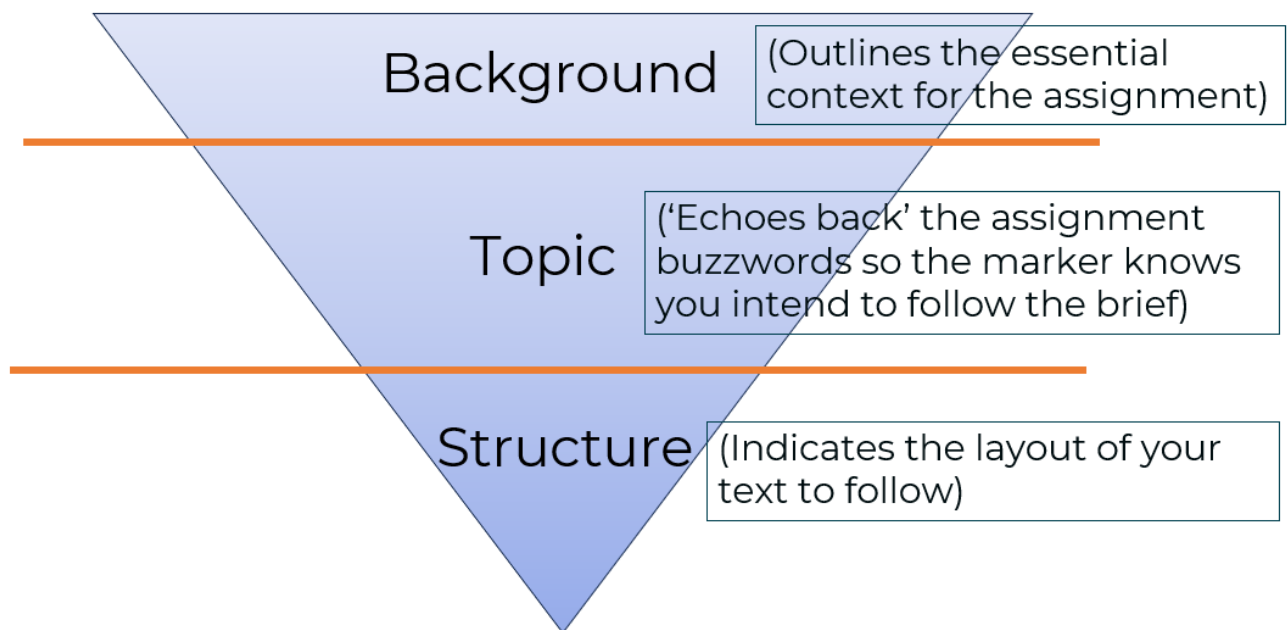


Introductions

The introduction provides your reader with essential background information, establishes the assignment question you intend to answer and suggests how your argument will develop in the main body which follows directly afterwards.

It is often organised by giving the most general information first and 'narrowing' to the most specific at the end:



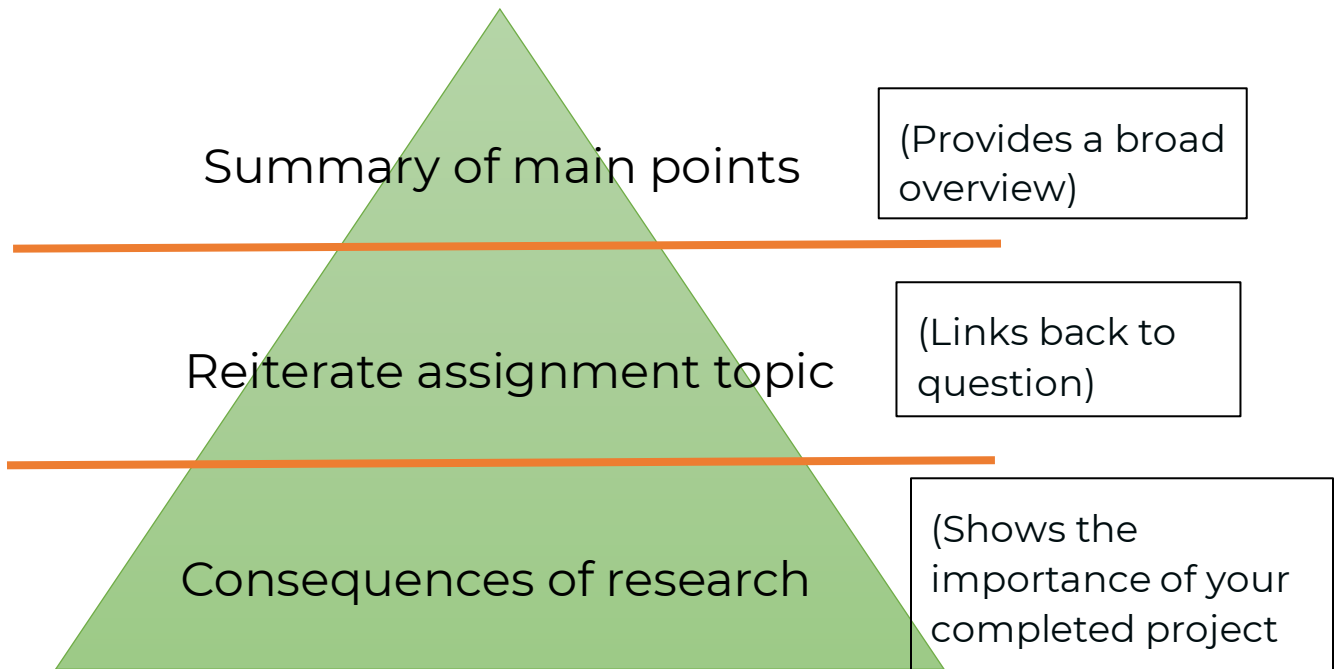
Before submitting an assignment, ensure your introduction:

- ✓ Contains only **relevant background information** revisited in critical detail in your main body.
- ✓ Engages clearly with the **main keywords/concepts** in the assignment brief, indicating to your marker that you will answer the question as set.
- ✓ **Signposts the structure** of your main body to follow, so the marker can anticipate the arguments you will develop.
- ✓ Is of a **suitable length** (around 10% of the total word count is usually expected for the introduction and conclusion combined unless otherwise told).

Conclusions

The conclusion summarises your findings, links back to the assignment question, and demonstrates the importance of your completed project and possible consequences for future research/development.

It is often organised by giving the most specific information first and 'widening' to the most general at the end:



Before submitting an assignment, ensure your conclusion:

✓ **Summarises** concisely the main points of your argument and links these back to the assignment question.

✓ **Avoids introducing new information.**

✓ **Explores the implications** of your research on your future development/your organisation/the field of research.

✓ Is of a **suitable length** (around 10% of the total word count is usually expected for the introduction and conclusion combined unless otherwise told).



Examples

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 (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.

Outlines the essential context

Introduces the topic

Indicates structure

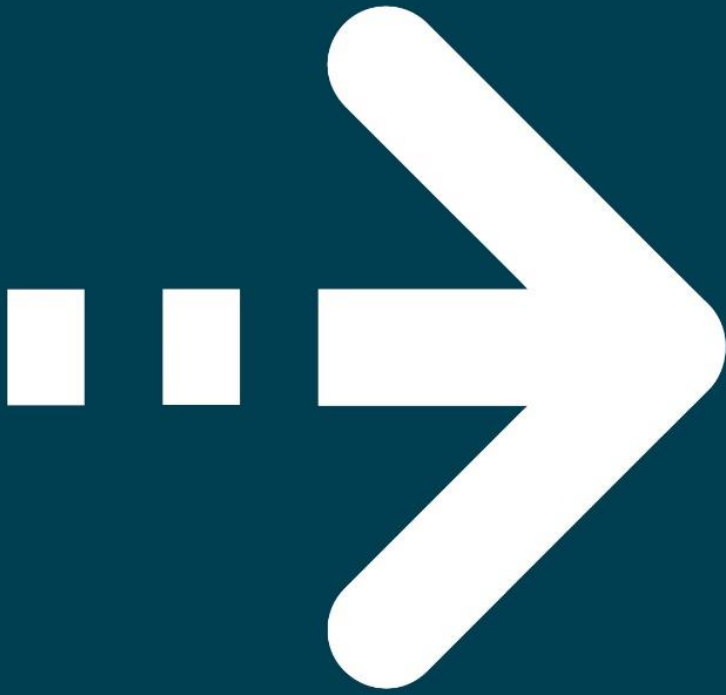
Conclusion

Summarises main points

Reiterates the topic explored

Consequences of research

This report has demonstrated that although most common energy sources have negative implications, nuclear is an essential and safe component of a wider mix of sources; providing relevant safety procedures and precautions are adhered to. The steady depletion of reserves of oil and possible potential price rises are likely to only strengthen this position. The benefits and risks of nuclear energy both in terms of human health and environmental damage have thus been examined and concerns have been shown to be somewhat exaggerated. Nevertheless, more needs to be done to ensure nuclear plants are even safer and more efficient in future; further research needs to be conducted to achieve this.



QA