Paragraph Structuring

What is a good paragraph?

Paragraphs are a number of sentences that are grouped together to express **ONE IDEA.**
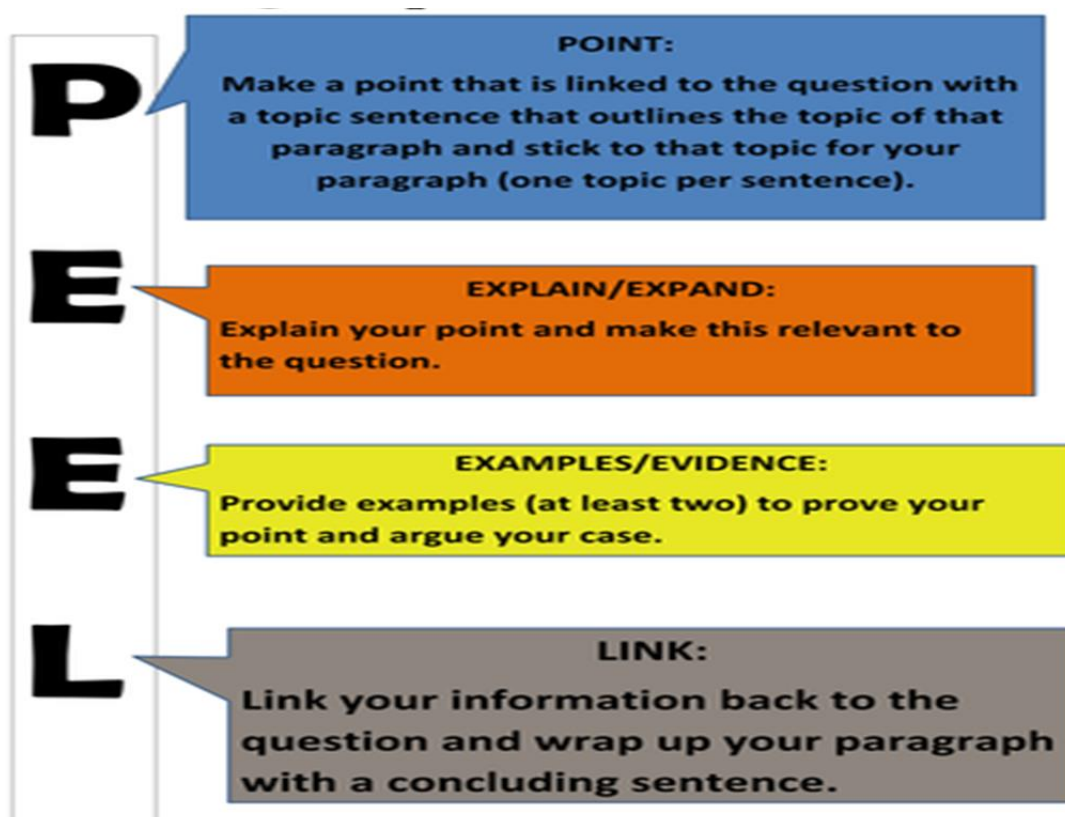
In each paragraph you should:

1. Introduce your **P**oint
2. **E**laborate on the point you are making
3. Back-up your point with **E**vidence and **E**xamples
4. Summarise the point and **L**ink it back to the question being asked/ essay topic

It is important to ensure that all of the points included either support, contradict, explain or are **relevant to your central argument/ topic**.

When writing your essay, **plan** the points you are going to make in advance and what order they will appear in the essay.

The PEEL Method

P

POINT:
Make a point that is linked to the question with a topic sentence that outlines the topic of that paragraph and stick to that topic for your paragraph (one topic per sentence).

E

EXPLAIN/EXPAND:
Explain your point and make this relevant to the question.

E

EXAMPLES/EVIDENCE:
Provide examples (at least two) to prove your point and argue your case.

L

LINK:
Link your information back to the question and wrap up your paragraph with a concluding sentence.

Adapted from https://www.academic-englishuk.com/paragraphing

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Example of a well-constructed paragraph

Paragraphing

AE Academic English UK

CSR focuses on environmental, philanthropic and ethical labour concerns, which in turn can generate a positive reputation leading to more sales and investment. According to Smith (2013), a corporation that invests profits into being environmentally friendly, helping local communities and providing a positive working environment, will demonstrate to the public and the media a conscientious company that focuses on more than just profit. This in turn will possibly improve consumer sales as customers will support ethical business practice, improving profitability and encouraging investment (Jones, 2014). . For example, Yeo Valley have invested in community children projects and have also made all their products recyclable. As a result profits have doubled within the last two years making the company much more investable (Peterson, 2017). Overall, the evidence suggests that investing in CSR can improve brand image and productivity.

1. **Topic Sentence – statement/main point of the paragraph**
2. **Development – discuss your point in more detail**
3. **Example – support/evidence/data/stats that show that your point is valid**
4. **Summary – overall main point summarised or evaluated. Linked back to topic of the essay.**