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Essay Writing

Teaching Aid

Lutsk
2026

УДК 811.111'38/'42:808.1]:82-4(072)

К 62

Рекомендовано до друку науково-методичною радою Волинського національного університету імені Лесі Українки (протокол № 5 від 21.01.2026 р.).

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Коляда Е. К., Шелудченко С. Б. Essay Writing: Teaching Aid. Луцьк: Вежа-Друк, 2026. 44 с.

Навчально-методичні матеріали з написання есе англійською мовою містять стислий виклад базових теоретичних положень та практичні завдання, що ґрунтуються на рецептивному тематичному словнику з автентичних відеофрагментів.

Для студентів денної та заочної форм навчання першого (бакалаврського) та другого (магістерського) рівнів вищої освіти Волинського національного університету імені Лесі Українки.

811.111'38/'42:808.1]:82-4(072)

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PREFACE

The methodological guidelines for the elective educational components “Essay Writing” and “Sensory Linguistics” are intended for full-time and part-time students of the first (Bachelor’s) and second (Master’s) levels of higher education at Lesya Ukrainka Volyn National University.

The purpose of these guidelines is to provide a comprehensive coverage of the principles and foundations of essay writing in English. The guidelines offer lecture notes and practical assignments. The preparation algorithm for writing an essay includes watching educational videos and completing short tests to ensure a better understanding of receptive vocabulary. For each topic based on a video clip, two essay options are available. The essay prompts include a key quote, a general task statement, and specific points to be addressed. The type of essay is also specified, which helps eliminate difficulties regarding its structure and organization.

Significantly, these methodological guidelines align with the thematic content of the elective educational components, thereby facilitating the review and consolidation of the learned material.

LECTURE 1 (2 academic hours): FORMAL, INFORMAL, AND SEMI-FORMAL STYLES OF WRITING. ESSAYS AND THEIR PECULIARITIES

Plan

- 1) Formal vs. Informal Writing Practices.
- 2) Semi-formal style of writing.
- 3) An Essay Structure.

1) *Formal vs. Informal Writing Practices:*

This lecture explores the key characteristics that differentiate formal and informal writing styles. Formal writing, employed extensively in academic contexts, is characterized by its impersonal nature and complexity. It targets an audience with whom the writer lacks personal familiarity. Informal writing, conversely, thrives in personal settings like letters to friends or diaries. It is distinguished by its brevity and relaxed tone.

Here is a breakdown of the key points:

Formal Writing:

Target Audience: Unfamiliar readers
Predominant Context: Academic writing
(unless otherwise specified)
Style: Impersonal, complex, and serious

Informal Writing:

Target Audience: Familiar readers
(friends, family)
Predominant Context: Personal settings
(letters, diaries)
Style: Relaxed, concise, and potentially
conversational

Knowing the difference between formal and informal writing is only half the battle. The other important aspect is to understand which to use. Here are some cases when you would use formal vs informal writing.

Use Formal Writing for:

- writing professionally (reaching out to a client or prospect);
- academic writings (essays, research papers, etc.);
- job applications (resume writing, CVs, and cover letters);
- reaching out to someone you do not know.

Use Informal Writing for:

- writing to a friend;
- sharing a story or writing a personal blog;
- writing creatively;
- instructed to do so (if in school);
- writing dialogue and conversations;
- writing an outline.

If you are unsure of whether to use informal or formal writing, it is generally the rule of thumb to start out writing formally. Then, when you make the connection and you see how the other side responds, you can ease up on the formality.

Formal writing tends to include the following:

- ✓ Long and complex sentences: Sentences tend to be compound and contain commas to link two ideas or use transitions like “*Furthermore*” and “*To exemplify*”.
- ✓ No contractions: Use “*cannot*” instead of “*can’t*”.
- ✓ Objective: Do not offer personal opinions.
- ✓ No colloquial language: You will not see any slang or common everyday vocabulary.
- ✓ Diverse vocabulary words: Vocabulary is of a higher level.
- ✓ Use of words that are subject-specific: For example, if you are writing about biology, you should use words like “*taxonomy*” instead of “*classification*”.
- ✓ Use of the third person: No use of the first person pronouns like “*I*” or “*me*”.

Informal writing includes the following:

- ✓ The possibility to use first person, second or third: You can use any type of pronouns, including “*I*”.
- ✓ Slang: Everyday language and slang terms can be used.
- ✓ Active voice: Sentences tend to be written with the subject performing the action.
- ✓ Personal emotional tone can be detected: Since the writing is personal, it can include feelings and the sharing of emotions.
- ✓ Contraction and abbreviation: It is okay to use “*can’t*” instead of “*cannot*” or “*it’s*” instead of “*it is*”.
- ✓ Empathy: You can put yourself in the shoes of your audience and address their problems directly. This shows the author as coming from a place of understanding their situation.

Navigating Formality:

Professional Communication: When establishing contact with clients or potential clients (prospects), formal writing is paramount.

Academic Discourse: Essays, research papers, and similar academic endeavors necessitate a formal approach.

Job Applications: Resumes, curriculum vitae (CVs), and cover letters demand a formal register.

Initial Contact: When reaching out to unfamiliar individuals, formality is the preferred mode.

Informal Register Deployment:

Personal Correspondence: Letters to friends are conducive to informal writing.

Narrative and Blogging: Sharing stories or writing personal blogs allows for informality.

Creative Expression: Informal writing is often a natural fit for creative endeavors.

Pedagogical Directives: If instructed to do so in an academic setting, informal writing may be appropriate.

Dialogue and Drafts: Conversations, outlines, and drafts can be written informally.

The context-driven nature of writing style selection is highlighted. Formal writing reigns supreme in professional and academic settings. Here, the focus is on maintaining an unbiased and objective tone, achieved by excluding contractions and personal opinions.

Informal writing, in contrast, thrives in personal contexts. It allows writers to connect with their audience on a more intimate level, mirroring spoken communication. This is reflected in the use of contractions, shorter sentences, colloquialisms, and a potentially subjective and emotionally expressive tone.

Regardless of the chosen style, meticulous proofreading remains crucial. The core objective of writing, as emphasized in the passage, is the clear and effective conveyance of ideas. Both adherence to grammatical rules and stylistic appropriateness contribute to achieving this goal.

2) *Semi-formal style of writing:*

Semi-formal essays occupy a stylistic niche between the rigors of academic writing and the casual ease of everyday discourse. Commonly employed in fields such as journalism, business, and personal writing, these essays effectively bridge the gap between formal and informal modes of communication.

Characterized by a conversational yet professional tone, semi-formal essays utilize clear and concise language, eschewing overly complex vocabulary or specialized jargon. They typically adhere to a standardized structural framework, comprising an introduction, body paragraphs, and a conclusion. While the target audience for semi-formal essays often encompasses a general readership, their specific focus can vary widely.

Semi-formal essays serve a multifaceted purpose, encompassing the tasks of informing, persuading, and explaining. By providing information on a particular topic, these essays can educate and enlighten readers. Additionally, semi-formal essays can be employed to convince or persuade individuals to adopt a specific perspective or viewpoint. Moreover, they can serve as a valuable tool for clarifying complex ideas or concepts, making them accessible to a broader audience.

Effective writing of semi-formal essays requires a nuanced understanding of the target audience, enabling the writer to tailor their language and tone accordingly. The use of clear and concise language is essential, avoiding convoluted sentence structures or jargon that may obscure the intended meaning. Supporting evidence, such as facts, examples, and quotes, should be judiciously employed to bolster arguments and enhance credibility. The seamless flow of ideas within a semi-formal essay can be

facilitated through the strategic use of transitions. Finally, meticulous proofreading is indispensable to ensure the absence of errors in grammar, spelling, and punctuation.

In conclusion, semi-formal essays offer a versatile and effective means of communication, combining the clarity and precision of academic writing with the accessibility and engagement of informal discourse. By mastering the key characteristics and purpose of this genre, writers can effectively convey their ideas and connect with a diverse readership.

3) *An Essay Structure:*

An effective essay structure serves as a foundational framework, organizing thoughts and ideas into a coherent and comprehensible narrative. This structure typically comprises three primary components:

1. Introduction

Attention-Grabbing Hook: A captivating opening sentence or paragraph designed to pique the reader's interest.

Contextual Background: Relevant information or historical context to establish the essay's subject matter.

Thesis Statement: A concise declaration of the central argument or purpose of the essay.

2. Body Paragraphs

Topic Sentence: A clear and focused statement that introduces the main idea of the paragraph.

Supporting Evidence: Pertinent facts, examples, quotes, or statistics to substantiate the topic sentence.

Explanation: A detailed analysis of the evidence and its relationship to the main point.

Analysis: An evaluation of the significance of the evidence and its connection to the thesis statement.

3. Conclusion

Thesis Reiteration: A rephrased statement of the thesis, reinforcing the main argument.

Summary of Key Points: A concise overview of the primary ideas discussed in the body paragraphs.

Final Thought: A concluding remark or call to action that leaves a lasting impression and reinforces the thesis.

Common Structural Variations

While the three-part structure is prevalent, variations exist:

Five-Paragraph Essay: A traditional format with an introduction, three body paragraphs, and a conclusion.

Block Structure: Each body paragraph focuses on a single main point, presenting all related evidence and analysis together.

Point-by-Point Structure: Each body paragraph addresses a specific point, followed by evidence and analysis from different sources.

Essential Considerations

Transitional Devices: The use of transitional words and phrases to connect ideas and ensure a smooth flow between paragraphs.

Proofreading and Editing: Careful attention to grammar, spelling, and punctuation to maintain clarity and professionalism.

Seeking Feedback: Obtaining input from others to identify areas for improvement and enhance the overall effectiveness of the essay.

By adhering to these guidelines and employing effective strategies, writers can construct well-structured and persuasive essays that effectively communicate their ideas and engage their audience.

LECTURE 2 (4 academic hours): ESSAYS AND THEIR TYPES

Plan

- 1) The types of essays: general notions.**
- 2) Persuasive essays.**
- 3) Argumentative essays.**
- 4) Analytical essays.**
- 5) Cause-and-effect essays.**
- 6) Compare and contrast essays.**
- 7) Definition essays.**
- 8) Evaluation essays.**
- 9) Process essays.**
- 10) Reflective essays.**
- 11) Research essays.**
- 12) Problem-solution essays.**
- 13) Narrative essays.**
- 14) Descriptive essays.**
- 15) Expository essays.**

1) The types of essays: general notions:

Essays as a powerful tool for communication are a cornerstone of academic writing, serving as long-form compositions designed to achieve specific goals. They function as a platform to either persuade or inform a reader about a chosen topic. Selecting the most appropriate essay type is crucial, as it allows tailoring the message effectively for your target audience. This, in turn, leads to a well-organized and impactful essay.

The selection of the essay type can be dictated by external factors in some instances. School assignments or job applications may specify the required format. However, in many cases, the choice lies with the writer. This freedom allows you to strategically pick the essay type that best suits your purpose.

There are various objectives an essay can aim for. They might strive to convince readers to adopt the author's perspective on a contentious issue. Alternatively, they might delve into an abstract concept, exploring its intricacies and complexities. Essays can also be used to elicit an emotional response, influencing the reader's feelings on a particular subject.

The guiding principle behind essay selection is often the desired outcome. For instance, if the aim is to instruct the reader on a specific task, it is good to choose a process essay. This type of essay meticulously breaks down the instructions into a series of manageable steps, ensuring clarity and ease of understanding.

The vast domain of essays encompasses a diverse range of formats, each with its own strengths and applications. Let us now explore the various types of essays that make up this rich and versatile writing tool:

persuasive	argumentative	analytical
cause and effect	compare and contrast	definition
evaluation	process	reflective
research	problem-solution	narrative
descriptive	expository	

2) *Persuasive essays:*

Conviction is a key in persuasive essays. They use logic and emotional connection to convince readers to adopt a specific viewpoint. This writing style can be found in both academic and personal contexts.

The persuasive essay often starts with a question that the essay will argue for or against. The writer, whether personal or academic, will then take a firm stance supported by a combination of facts, research, and personal stories (anecdotes). To strengthen their position, they may also address and refute opposing arguments.

Persuasive essays, a staple of academic writing, aim to convince readers of a specific viewpoint. They achieve this by marshalling evidence, logical reasoning, and persuasive techniques to shift the reader's perspective towards the writer's position.

Key features of a persuasive essay:

Clear Thesis Statement: The introduction prominently features a thesis statement that outlines the writer's stance.

Structured Paragraphs: The body paragraphs are well-organized, presenting supporting evidence and addressing opposing viewpoints (counterarguments).

Persuasive Language: The writer employs persuasive language, emotional appeals, and factual evidence to strengthen their case.

Engaging the Reader: The goal is to engage the reader intellectually and emotionally, challenging their existing beliefs and encouraging them to consider the writer's perspective.

Crafting a Persuasive Essay:

Introduction: Hook the reader with a captivating introduction that establishes the thesis statement.

Body Paragraphs: Each paragraph should focus on a single point, using well-researched evidence, logical reasoning, and counterarguments to convince the reader.

Persuasive Techniques: Incorporate persuasive language strategies like emotional appeals and rhetorical devices to enhance the essay's impact.

Conclusion: Summarize the main points, reiterate the thesis statement, and leave a lasting impression on the reader. By following these steps, you can craft a persuasive essay that effectively sways the reader's opinion.

3) *Argumentative essays:*

Argumentative essays aim to persuade readers to a specific viewpoint using factual evidence. Unlike essays that play on emotions, argumentative essays rely on reason and data to convince. For example, an essay might argue why companies should provide ecologically friendly programs. It would present research showing how the trend boosts healthy habits.

Argumentative essays maintain a formal tone, avoiding personal pronouns ("I" or "you"). They champion one side of an issue, potentially addressing opposing

viewpoints with objective facts. Phrases like “researches suggest” or “according to the official data” introduce evidence that strengthens the argument.

Argumentative essays aim to convince readers of a specific viewpoint, requiring more pre-writing and research than expository essays. Often used as final projects, they involve in-depth research through literature review, surveys, or experiments. This research helps the writer understand the topic and opposing viewpoints before choosing a position to support with evidence.

Structure is a key point in argumentative essays:

Clear Thesis: A concise thesis statement appears in the introduction, following context and explanation of the issue’s importance.

Logical Transitions: Transitions between sections guide the reader through the argument’s progression.

Supported Body Paragraphs: Each paragraph focuses on one main idea with evidence (facts, statistics, anecdotes) directly supporting the thesis. It is also important to acknowledge and explain opposing viewpoints, not dismiss them outright.

Varied Evidence: Evidence should be well-researched, accurate, and current, considering multiple perspectives. Do not ignore evidence that might not fully support your thesis, but explain why it might be incomplete or outdated.

Strong Conclusion: The conclusion does not simply restate the thesis, but summarizes the key points and the thesis’s significance in light of the evidence. You can also suggest further research areas. Think of an argumentative essay as a conversation or debate. It should be complete and well-structured, leaving no room for confusion about the argument’s intent.

Five-paragraph essays are a common structure: Introduction → 3 body paragraphs with evidence, potentially addressing opposing views → Conclusion.

Longer and more complex essays may be required for intricate topics and extensive research. These essays might delve deeper into context, information sources, and various perspectives before concluding. The specific structure will depend on the assignment.

4) Analytical Essays:

Analytical essays delve deeply into a single topic to explain arguments or prove the author’s theories. They often analyze creative works like art, literature, or music, exploring the creator’s artistic choices and hidden meanings. But they can also tackle issues in science, politics, and society.

Objectivity matters. Unlike persuasive essays, analytical essays avoid expressing personal opinions or biases. Even when proving a theory, the focus should be on factual evidence and logical reasoning, minimizing the author’s emotions. Analytical essays follow a similar structure to other essays:

Introduction: Introduce your thesis statement and provide context for your analysis.

Body Paragraphs: This is the heart of your essay. Here, you explain each point with evidence supporting your thesis. Each paragraph should focus on a single idea or piece of evidence.

Conclusion: Summarize your key points and restate your thesis in light of the evidence presented.

When writing an analytical essay, choose a specific topic: it should be narrow enough for in-depth discussion but broad enough to allow for sufficient research and evidence.

Research: Gather evidence to support your analysis. This might involve reviewing the creative work itself, studying critiques by others, and taking notes on your findings.

Create an Outline: Organize your thoughts and research points. Each paragraph should explore a single point with supporting evidence.

Write a Draft: Focus on getting your ideas down, following your outline. Pay close attention to your introduction and conclusion, as these sections hold particular weight.

Revise: Improve phrasing, clarity, and conciseness. Ensure your points are understandable for someone unfamiliar with the topic.

Proofread: Fix grammar and spelling errors.

5) *Cause-and-effect essays:*

Cause-and-effect essays explain how something happens. They do this by identifying the reasons (causes) for an issue and then showing the resulting consequences (effects). For instance, an essay on climate change might explore why forests are cut down (such as needing wood or making space for animals) and how this cutting contributes to climate issues.

Like other informative essays, their goal is to teach the reader. Imagine yourself as a knowledgeable instructor giving readers the information they need to analyze the topic and form their own opinions. You must not convince them, but argue a point, or entertain them instead (although some argumentative and persuasive essays do use cause and effect reasoning). Even creative essays can use this format. But in academic writing, cause-and-effect essays are meant to inform.

Similar to other informative essays, they present facts in a clear and organized way. They use a neutral, analytical tone and avoid overly dramatic or emotional language. This sets them apart from argumentative, persuasive, and descriptive essays. You might use the passive voice more often in these essays, especially in science classes.

The structure of a cause-and-effect essay follows a familiar pattern. Just like other essays, it starts with an introduction that grabs the reader's attention, states the main idea (thesis), and previews the supporting arguments. The body paragraphs then delve into the details. Each point gets its own section, with the length depending on the complexity and word count requirements. There are two main ways to organize these sections:

Cause by Cause, then Effect: Discuss each cause one by one, followed by a dedicated section for the single effect (if applicable).

Cause and Effect Pairs: Give each cause and its resulting effect their own section, explaining the connection.

The best approach depends on several factors:

Number of Causes and Effects: If there is one effect with many causes, discuss the causes first, then the effect. If they are separate, consider individual sections.

Essay Length: Shorter essays might benefit from discussing all causes first, while longer ones can explore each pair.

Relationship between Causes and Effects: If they are closely linked, discuss them together. If they are more independent, consider separate sections.

The clearest and most logical structure is usually the best. Finally, the conclusion wraps up the essay. It summarizes the key points, restates the thesis, and leaves the reader with a solid understanding of your argument.

Writing a cause-and-effect essay follows the usual writing process.

Brainstorm: Start by generating ideas – jot down anything related to your topic, questions you have, connections you see, and facts you will use.

Organize: Turn your notes into an outline – each section gets a heading with bullet points detailing the content. This helps visualize the essay structure.

Thesis: Before writing, solidify your thesis statement. This clear and concise sentence tells readers what your essay is about and goes in the introduction. Every paragraph should support this statement.

Drafting: Use your brainstorm notes to write the body paragraphs. Ensure each paragraph clearly shows how the topic relates to a cause leading to a specific effect. Revise later!

Revision: After a break (ideally 24 hours), revise your essay focusing on the cause and effect relationships. Ask yourself these questions: Is the cause-and-effect connection clear in each paragraph? Does the essay flow logically? Is your position clear? Does it leave room for the reader's own conclusion, or is it persuasive? Revise for clarity, logic, and tone. Address any glaring errors at this stage.

Proofreading: Finally, proofread the revised draft for grammar mistakes.

The example outline shows two possible structures:

Cause 1, Cause 2, Effect 1, Effect 2

Cause 1, Effect 1, Cause 2, Effect 2

6) *Compare and contrast essays:*

Compare and contrast essays analyze two subjects, explaining how they are alike and how they are different. These essays typically introduce two subjects and the essay's purpose (comparison and contrast), similarities (at least one paragraph is devoted to explaining the ways in which the subjects are similar, differences (another paragraph (or more) should be dedicated to outlining the ways in which the subjects differ.

Strong compare and contrast essays hinge on picking well-connected subjects. The goal is not stating the obvious, but revealing surprising similarities or subtle differences.

Structure and Organization:

Thesis Statement: Clearly introduce the two subjects and the essay's purpose (comparison, contrast, or both). Explain why this comparison/contrast is useful for the reader. For example: "While organic make-up products might be pricier than conventional ones, their health benefits make them a worthwhile investment." This thesis establishes the subjects (organic vs. conventional items) and highlights the reader benefit (justifying the extra cost).

Organizational Strategies: There are two main ways to structure your essay:

Subject-by-Subject: Discuss one subject completely, then move on to the other subject for a full analysis.

Point-by-Point: Analyze each subject in relation to each point of comparison/contrast. Choose the structure that best suits your topic, purpose, and audience.

Transitions: Use phrases that signal comparisons and contrasts to guide your readers through the analysis.

After choosing your approach (comparison, contrast, or both), craft an engaging introduction that sets the stage for your subjects. End the introduction with a clear thesis statement that introduces the subjects and the significance of comparing or contrasting them.

The best structure depends on your topic, audience, and purpose. Consider the subjects themselves and how well they fit each structure. No matter which structure you choose, use transition phrases that signal comparisons or contrasts to guide your reader through the analysis.

Conclusion: Wrap up your essay with a strong conclusion that summarizes the key points from your body paragraphs and reinforces your thesis statement.

7) *Definition essays.*

Definition essays tackle complex terms, concepts, or ideas to deepen the reader's grasp. They achieve this by offering in-depth explanations backed by examples and evidence. This type of essay is particularly useful for clarifying abstract or controversial vocabulary.

Definition essays explain a specific term or concept in detail. They aim to improve the reader's grasp by going beyond a simple dictionary definition.

Key elements of a definition essay include:

Introducing the term: Clearly state the term and optionally provide background information like its history.

Standard definition: Briefly mention the standard dictionary definition as a starting point.

Author's interpretation: Expand on the dictionary definition using your own understanding and perspective.

Characteristics and features: Explain the key attributes of the term with details and examples.

Comparisons: Show how the term relates to similar or opposite concepts to clarify its unique features.

Real-world examples: Demonstrate how the term is used in practice through real-life cases, stories, or data.

Addressing misconceptions: Clear up any common misunderstandings readers might have about the term.

Types of definition essays: (extended: lengthy essays for complex terms, allowing for a comprehensive explanation; precise: focuses on a specific technical term with formal language and narrow definitions; stipulative: defines common terms in a new way for a unique interpretation).

Effective definition essays require clear and confident tone and sound authoritative and knowledgeable, avoiding opinions. They use strong language supported by research.

It is necessary to explore the term's meaning from various angles: history, key features, boundaries, and potential complexities and provide illustrative examples. Use vivid cases, anecdotes, or visuals to reinforce the definition's meaning and connect it to real-world applications.

The structure should be cohesive. The term and context are provided in the introduction. Each body paragraph is devoted to a specific aspect of the definition, ensuring a logical flow. The key points are summarized in the conclusion. Clear transitions are involved between ideas.

By following these elements, you can craft a definition essay that provides a clear and comprehensive understanding of the chosen term.

8) *Evaluation essays:*

Evaluation essays analyze something (a product, service, business) to judge its overall quality. While some opinion is natural, the goal is to present a balanced and unbiased assessment:

Pick a Topic: Choose something you are familiar with, as you will need to examine it thoroughly.

Craft a Thesis Statement: This is the core of your essay. It should state the criteria you will use to judge the item and your overall evaluation (positive, negative, or somewhere in between). This statement should be clear and concise, and you might refine it as you write.

Establish Evaluation Criteria: Choose several benchmarks to assess the item. These benchmarks will vary depending on what you are evaluating (software vs. clothing brand, for example).

Gather Evidence: Do not just rely on your opinion! Find credible sources to support your judgments about the item.

Draft Your Essay: Get your ideas down in a first draft. Do not worry about perfection at this stage. The focus is on getting your thoughts on paper.

Revise and Rewrite: Once you have a draft, take time to review and edit your work. Be prepared to rewrite sections or the entire essay to ensure clarity and a strong argument.

The holy trinity of evaluation essays: criteria, judgments, and evidence.

Criteria: These benchmarks establish what an ideal version of the product, service, or brand you are evaluating would look like. Think about the best possible example and its key characteristics. For instance, a perfect hotel would have excellent accommodations, cleanliness, good value, and top-notch service. These criteria can then be used to assess any hotel.

Judgments: Decide whether the item being evaluated meets the established criteria. Sticking with the hotel example, you would judge if the accommodations meet, exceed, or fall short of expectations. This process is repeated for each criterion.

Evidence: Do not just state your opinions! Back up your judgments with evidence from credible sources.

When structuring your essay, dedicate a paragraph to each criterion. Within each paragraph, explain the criterion, make your judgment, and provide supporting evidence.

9) *Process essays:*

Process essays function as instructional guides, explaining how to complete a task step-by-step. These essays resemble tutorials, providing a clear sequence of actions. Examples of process essays include cooking a meal or drawing a picture. Each step builds upon the previous one, creating a logical flow. Here are some key characteristics of process essays:

Chronological Order: Events are presented in the order they occur.

Repeated Steps: The essay outlines steps that need to be repeated in a specific order.

Clarity and Transitions: The language is clear and easy to understand, using transition words like “later”, “next”, and “finally” to guide the reader through the process.

Structuring a Process Essay:

Introduction: Introduce the process and its significance.

Body Paragraphs: Each paragraph focuses on a specific step or group of related steps.

Conclusion: Briefly summarize the key steps and emphasize the successful completion of the process.

Creating an Outline: An outline helps organize your thoughts and ensure you cover all essential steps. Use bullet points to list the main steps and any sub-steps or details you want to include. The more detailed your outline, the easier it will be to write a comprehensive essay.

10) Reflective essays

Reflective essays focus on a writer’s personal journey through past experiences. They go beyond simple storytelling to explore how those experiences impacted the writer’s growth and understanding. While reflective writing can take many forms, like learning logs or diary entries, essays typically follow a structured format with an introduction, body paragraphs, and conclusion. This format can be adapted depending on the audience. Reflective essays can be formal and academic, or more casual, appearing in magazines for example. In classrooms, teachers use this type of writing to prompt students for deep analysis of their learning experiences.

Types of Reflective Essays:

Personal Growth: This type helps students analyze their experiences to understand themselves and their behavior better. It promotes emotional development and self-awareness.

Literature-Based: Here, students summarize a piece of writing and then connect it to their own lives.

In order to get started, focus on impact. A reflective essay goes beyond storytelling. It explores how an experience changed your perspective or actions. Think of significant experiences, positive or negative, that impacted you. Consider people, places, objects, or even things you have read or watched. In academic settings, a specific event to reflect on might be assigned, focusing on the outcome and its impact on you. Just describing an experience is not enough. Reflection is crucial to show personal growth.

11) Research essays:

Exemplars of research essays serve as invaluable resources for students and scholars seeking to enhance their academic writing skills and gain insights into effective research methodologies. These models provide practical guidance on structuring essays, integrating credible sources, and developing cogent arguments.

A research essay is a form of academic writing that entails in-depth exploration and analysis of a specific topic. It aims to present the author's interpretation, evaluation, and synthesis of existing research and scholarly sources pertaining to the chosen subject.

Writing a research essay requires a systematic approach to investigating and presenting a specific topic or issue. It demands meticulous planning, diligent research, and effective communication:

Topic Selection: Choose a topic that is relevant, holds your interest, and is manageable within the research scope, available resources, and assignment constraints.

Research Conduct: Gather information from reputable sources such as books, scholarly articles, trustworthy websites, and academic journals. Meticulously record notes and maintain source citations for proper referencing.

Thesis Statement Development: Formulate a clear and concise thesis statement that encapsulates the central argument or focus of your research. This statement should guide the entire essay and provide direction.

Essay Outlining: Create an outline to organize your research and ideas into a logical structure. This should encompass an introduction, body paragraphs with supporting evidence, and a conclusion.

Essay Writing: Begin with an engaging introduction that provides background information and captures the reader's attention. Develop your arguments in the body paragraphs, bolstering them with evidence from your research. Employ proper citations and references to acknowledge the sources. Conclude by summarizing your key points and restating your thesis.

Editing and Revision: Proofread your essay meticulously for grammar, spelling, and punctuation errors. Verify the content for clarity, coherence, and logical flow. Ensure your ideas are well-supported and effectively conveyed. Remember, crafting a research essay requires time and effort. Be prepared to revise and refine your work as you progress, and seek feedback from peers or instructors to elevate the overall quality of your essay.

Research essays can be categorized into various types based on their objectives, methodologies, and subject areas. Two prominent types include empirical and literature review essays:

Empirical Research Essays: These involve collecting and analyzing primary data to address a specific research question or hypothesis. They utilize quantitative or

qualitative methods to gather data directly through surveys, experiments, interviews, or observations. The findings are then presented and analyzed via statistical tools or qualitative analysis techniques. Empirical research essays are often employed in scientific, social science, and experimental research fields, where investigators aim to examine phenomena, test theories, or explore cause-and-effect relationships.

Literature Review Essays: These essays concentrate on summarizing, evaluating, and synthesizing existing literature on a particular topic. They provide an overview of the current knowledge base on a subject, highlighting key theories, concepts, and research studies. Researchers critically analyze and compare the existing literature to identify gaps, inconsistencies, or unresolved issues. Literature review essays are commonly used in disciplines such as psychology, sociology, and literature studies to provide a comprehensive understanding of the research landscape and support the development of new research directions or theories.

It is important to note that additional types of research essays exist, such as theoretical, case study, and argumentative essays, each with distinct characteristics and objectives.

The purpose of a research essay is to delve deeply into a specific topic or issue and present a well-structured, evidence-based argument or analysis. It entails conducting thorough research, gathering relevant information and data, critically evaluating sources, and synthesizing the findings into a coherent and logical piece of writing.

In a research essay, the writer aspires to contribute to the existing body of knowledge by offering novel insights, interpretations, or perspectives on the chosen topic.

12) Problem-Solution essays:

A problem-solution essay typically follows a five-paragraph structure. It starts by introducing the issue, then dedicates three separate sections to explaining the problem, proposing a solution, and discussing the potential results. Finally, the essay wraps up by summarizing the key points.

The first step is selecting a problem to tackle. Popular choices often involve current issues like drug abuse, pollution, or childhood obesity. It is helpful to pick something you care about and have some knowledge of. This fuels your writing and makes research smoother.

As mentioned earlier, research is crucial. Here, your focus is finding facts and statistics to prove how serious the problem is. Once you have your research, you can start drafting. The first body paragraph dives into the problem, using the facts and figures you gathered to convince the reader of its severity, especially if it is a lesser-known issue.

13) Narrative essays:

Narrative essays are like stepping into a personal story. They often draw from real experiences and anecdotes, allowing writers to express themselves in a creative and emotionally impactful way.

Narrative essays diverge from the structure of formal academic writing. Instead of focusing on objective analysis and impersonal language, they prioritize storytelling. Here, the objective is to demonstrate proficiency in crafting a clear and engaging narrative. This requires careful consideration of the story's beginning, middle, and end, along with employing stylistic techniques like vivid language, suspense, and dialogue to maintain the reader's interest. Figurative language can also be utilized to enhance the emotional impact of the narrative.

The level of thematic freedom granted in narrative essays can be highly variable. Instructors may provide a specific topic or offer a range of potential themes for students to choose from. This flexibility allows for both focused explorations of pre-determined subjects and more personalized narratives stemming from student selection.

Selecting a suitable story for a narrative essay can necessitate deeper reflection. The most impactful narratives are those that illustrate a specific theme or lesson, or incorporate an unexpected twist. For instance, a meticulously planned trip with no surprises translates into a less engaging story compared to one where unforeseen circumstances demanded adaptation. Choosing an experience that evokes surprise or imparts a valuable lesson is significant.

College applications may include a narrative essay prompt, offering an opportunity to showcase personal qualities through storytelling.

14) Descriptive essays:

The descriptive essay tasks students with crafting a detailed portrayal of a subject. This subject can range from objects and individuals to locations, experiences, emotions, and even situations. Through this genre, students cultivate the ability to translate their observations into a compelling written account. Furthermore, descriptive essays offer significant artistic freedom, allowing the writer to function as a painter, aiming to evoke vivid and emotionally resonant imagery within the reader's mind.

Pre-writing Strategies: Brainstorming for Impact. Before embarking on your descriptive essay, engage in thorough brainstorming. For instance, jot down initial ideas. Subsequently, build detailed descriptive lists for each element identified.

Language Choices: Clarity, Vividness, and Impact. Precise and concise language forms the foundation. This translates to meticulous word selection, ensuring each word aligns directly with the subject being described. Furthermore, strive for vivid language. It might help solidify the image in the reader's mind and often convey nuanced meanings, elevating the overall descriptive impact.

Engaging the Senses: A Multifaceted Approach. Remember, a successful descriptive essay caters to the reader's senses. Enrich the experience by elaborating on the sensory details.

Emotional Connection: Deepening the Impact. Incorporating emotions or feelings related to the subject fosters a deeper connection with the reader. Universal experiences like crushing loss, ecstatic joy, or mild complacency resonate with many. Tap into this well of emotions to maximize your descriptive potential.

Leaving a Lasting Impression. A key objective is to cultivate a strong sense of familiarity and appreciation in the reader.

Maintaining Organization: A Crucial Element. While emotions and senses play a vital role, it is crucial to maintain a well-structured and logical presentation. This ensures the reader develops a clear understanding of the subject being described.

15) Expository essays:

The expository essay, a cornerstone of academic writing, serves the primary purpose of transmitting factual information. This genre utilizes various structures to deliver its message.

Mastery of expository writing is a fundamental skill for students, as it equips them to effectively analyze and explain information encountered in academic pursuits. Unlike other genres, expository writing prioritizes clarity and objectivity, allowing facts and observations to take center stage. This type of writing finds application in analyzing assigned coursework, critically evaluating concepts explored in class, and elucidating the reasoning behind conclusions drawn from research.

Expository writing prioritizes the reader's enlightenment. While entertainment or persuasion may be tangential benefits, they are not the primary objectives. Effective expository writing showcases the author's subject matter knowledge and, in many instances, reveals the research process that informed that knowledge.

Expository essays adhere to a common organizational framework, mirroring the structure employed in most essay assignments. This framework consists of an introduction, supporting body paragraphs, and a concluding paragraph.

Introduction: The introduction presents the essay topic and the central thesis statement. To capture the reader's attention, it is often advisable to incorporate intriguing facts or statistics. Additionally, the introduction establishes the necessary context and introduces supporting evidence, equipping the reader to comprehend the thesis.

Body Paragraphs: Each supporting point merits its own dedicated body paragraph. While the five-paragraph essay is a common format, a more nuanced exploration of the thesis statement may necessitate a six-paragraph structure or one even longer. Transition words and sentences play a crucial role in navigating between body paragraphs. These transitions clarify the relationship between consecutive

sections, informing the reader of the purpose behind each new point and its integration within the overall argument.

Conclusion: The final body paragraph transitions to the conclusion. Here, the focus remains on providing in-depth analysis and detail, akin to the preceding body paragraphs. The conclusion then restates the thesis statement and summarizes the key points established throughout the essay. Its objective is to provide a well-rounded closure, addressing any lingering questions the reader might possess.

THEMES FOR WRITING ESSAYS

(based on receptive language):

THEME 1: COMMUNICATION, INTERACTION AND PERSONAL APPEAL

Watch the video. Make notes about interaction and communication. Complete the task in order to check your understanding of the information. Respond to the ideas presented in the video and create an essay:

Define if the statements are true or false:

- 1) The worst phobia has been defined with the help of surveys only.
- 2) «Fight or flight» response is a symptom of any phobia.
- 3) «Fight or flight» is defined as a negative body reaction.
- 4) If you sound strained, you are speaking fast and with a weaker pitch than normal.
- 5) The ignorance of audience means that a speaker wants to escape.
- 6) Public speaking is aimed at impressing the audience.
- 7) There are three reasons for a phobia about public speaking.
- 8) The more you are afraid, the more stupid you look.
- 9) It's always a challenge to avoid mistakes and not to lose the way.
- 10) Creating personal appeal is less important than the sense of the speech.
- 11) «Fight or flight» response is a consequence of our nerves.
- 12) To feel nervous is an abnormal thing.
- 13) Nerves can greatly assist in public speaking.
- 14) Nerves help turn the speech into a failure if they are not controlled.
- 15) An average speech and an emotion-provoking speech are different sides of the same coin.

Essay topics:

1) A compare-and-contrast essay:

“Half the world is composed of people who have something to say and can’t, and the other half who have nothing to say and keep on saying it.” (*Robert Frost*)

Share your viewpoints concerning the communication division.

- Does the difference in communication patterns depend on traits of character?
- Is it more challenging to interact with enthusiastic or reserved people?
- What is your motivation to speak? What communication group do you belong to?

2) An analytical essay:

“The most important thing in communication is hearing what isn’t said.” (*Peter Drucker*)

Investigate and share your attitude to understanding nonverbal cues and their influence to enhance our ability to connect with others on a deeper level, even when words are limited or unclear.

- How can we become more attuned to the unspoken messages being conveyed in high-stakes situations (e.g., negotiations, job interviews)?
- To what extent does cultural background impact our interpretation of nonverbal communication?
- What are some practical strategies for improving our listening skills, particularly when it comes to picking up on subtle, unspoken messages?

THEME 2: NATURAL DISASTERS: WAYS AND METHODS TO COUNTERACT

Watch the video. Make notes about the danger of natural disasters. Complete the task in order to check your understanding of the information. Respond to the ideas presented in the video and create an essay:

Define if the statements are true or false:

- 1) Volcanoes have a great appeal to mankind in the sense that they provide an only possibility to look into processes occurring within the centre of the Earth.
- 2) An excellent example was the 2010 spring eruptions of the volcano in Iceland.
- 3) Scientists experience and test a number of innovative ways of studying volcanic gases.
- 4) The traditional approach has been for scientists to descend into active vents and collect gas samples.
- 5) Mount Etna has these huge lava flow eruptions which happen regularly.
- 6) Stromboli erupts every twenty minutes or so creating these jets of molten red rocks.
- 7) Italy is subject to a number of natural disasters; for instance, earthquakes and floods.
- 8) A number of scientists have died collecting these forms of data.
- 9) My colleagues and I have been trying and pioneering distant methods of collecting these measurements.
- 10) I've been involved into using remotely controlled aircrafts.

Essay topics:

1) An evaluation essay:

“We cannot stop natural disasters but we can arm ourselves with knowledge: so many lives wouldn't have to be lost if there was enough disaster preparedness.” (Petra Nemcova)

Comment on the most critical components of a comprehensive disaster preparedness plan, and how can these elements be tailored to meet the specific needs of different communities and populations?

- How can technology be leveraged to improve disaster early warning systems, emergency communication, and the overall effectiveness of disaster response efforts?
- What role do education and training play in building disaster-resilient communities, and how can we ensure that these programs are accessible to people of all ages and backgrounds?
- In the face of increasing climate change impacts and the potential for more frequent and severe natural disasters, how can we prioritize and allocate resources to maximize the effectiveness of disaster preparedness and response efforts?

2) *An argumentative essay:*

“He that plants trees loves others besides himself.” (Thomas Fuller)

Say if we can balance the economic value of land with the long-term benefits of tree planting and forest conservation.

- How does the act of planting trees contribute to the creation of a more sustainable and equitable future for generations to come?
- What are the social and environmental benefits of community-based tree-planting initiatives, and how can these projects foster a sense of shared responsibility for the planet?
- In what ways can incorporating tree-planting into educational curricula inspire young people to become environmental stewards and active participants in their communities?

THEME 3: UPS AND DOWNS

Watch the video. Make notes about highs and lows and how they help start a new chapter. Complete the task in order to check your understanding of the information. Respond to the ideas presented in the video and create an essay:

Choose the right variant to complete the statements.

1) A sport psychologist helps...

a) to enhance for winning; b) to improve the results; c) cheer up; d) not to worry.

2) Sport psychology focuses on ...

a) its theoretical application; b) its practical application; c) victory; d) giving lectures at London university.

3) Sport psychology helps to explain how physical and mental aspects...

a) deny each other; b) contribute to our health; c) compliment each other; d) neglect each other.

4) Mental skills are ... to win at top level.

a) minor; b) obligatory and secondary; c) compulsory and critical; d) subordinate.

5) Every sport has a set of psychological ...

a) inquiries; b) benefits; c) profits; d) requests.

6) Tennis players should keep their ... during grand slam events.

a) increased focus; b) stability; c) will-to win spirit; d) fury.

7) Mental toughness...

a) has no definition; b) involves many aspects; c) has never been investigated; d) means determination.

8) A mentally tough athlete can always...

a) win; b) survive the “play-out”; c) handle pressure; d) stay calm.

9) Imagery can help...

a) any person; b) a mentally tough athlete; c) a winner; d) any athlete.

10) A sport psychologist starts to help athletes to develop concentration...

a) in sport; b) at training sessions; c) indoors; d) outdoors.

Essay topics:

1) A persuasive essay:

“I’ve failed over and over and over again in my life. And that is why I succeed.”

(Michael Jordan)

Prove that embracing failure as a learning opportunity might contribute to personal and professional growth.

- What specific strategies can individuals employ to develop a resilient mindset that enables them to persevere through setbacks and challenges?
- How can societies and cultures foster environments that encourage risk-taking and learning from failure, rather than penalizing mistakes?
- To what extent does the fear of failure hinder individuals from pursuing their goals and ambitions?

2) A cause-and-effect essay:

“To uncover your true potential you must first find your own limits and then you have to have the courage to blow past them.” *(Picabo Street)*

- How can individuals effectively identify their personal and professional limitations without falling into a mindset of self-doubt or complacency?
- How does the concept of a growth mindset relate to the idea of pushing past one's limits, and what role does it play in achieving one's full potential?
- How can societies and institutions foster cultures that encourage individuals to explore their limits and strive for continuous improvement?

THEME 4: MEDICAL CARE

Watch the video. Make notes about health care issues. Complete the task in order to check your understanding of the information. Respond to the ideas presented in the video and create an essay:

Fill in the prepositions to complete the gaps and explain the meaning:

- 1) I've been trying to understand why tissues within the joint break _____.
- 2) You're cycling along a high street; you get hit, knocked _____ by a car.
- 3) The idea is that these devices can help you to carry _____ with your life.
- 4) There are lots of material challenges involved _____ heat bionics.
- 5) So the blood is flowing _____ the device.
- 6) There is a problem with costs. You're looking _____ two to three thousand pounds.
- 7) The engineers need to go _____ to the drawing board, with material scientists and try and come _____ with a cost-effective approach.

Essay topics:

1) An argumentative essay:

“In nothing do men more nearly approach the gods, than in giving health to men.”
(Cicero)

Share your ideas whether the advancement of medical science and healthcare practices reflects humanity's ongoing pursuit of higher ideals and aspirations.

- What ethical considerations arise from the pursuit of health and longevity, and how can we ensure that medical advancements benefit all of humanity?
- What role does preventive healthcare play in achieving and maintaining optimal health for individuals and populations?
- How can we foster a global culture of health and well-being that prioritizes prevention, early intervention, and the overall quality of life?

2) An evaluation essay:

“Declare the past, diagnose the present, foretell the future.” (Hippocrates)

Estimate what role does medical research play in accurately diagnosing diseases and conditions.

- How can advancements in medical technology, such as artificial intelligence and data analytics, be used to predict disease outbreaks, identify at-risk populations, and develop preventive measures?
- What are the ethical implications of using predictive medicine?
- How can we ensure that these technologies are used responsibly and equitably?

THEME 5: TRAVELLING

Watch the video. Make notes about trips and voyages that broaden horizons. Complete the task in order to check your understanding of the information. Respond to the ideas presented in the video and create an essay:

Define if the statements are true or false:

- 1) Monisha decided to go across India by train after reading an article about transport in India.

- 2) Monisha and her photographer friend planned their journey according to sights not places.
- 3) She says that travelling by train is special because India's railroads are unique.
- 4) She explains that each journey by train was like a microcosm of society.
- 5) Each of the cars on the train held different classes of people, from politicians to farmers.
- 6) Monisha travelled on second-to-none trains as well as ordinary commuter trains during the rush hour in Mumbai.
- 7) She also travelled on a special medical train called the Lifeline Express that provides help to poor people in the country.
- 8) Monisha recommends travelling on the Konkan railway, which is to the west off the coast of India.
- 9) Monisha was quite curious about this because she had lived in India for nine years.
- 10) The only route, that Monisha would recommend, is along the Konkan railway.

Essay topics:

1) A reflective essay:

“Not all those who wander are lost.” (J. R. R. Tolkien)

Share if tourism can assist in prioritizing experiential learning and personal growth over mere consumption.

- What are the psychological and emotional benefits of wandering and exploring new places, and how can tourism experiences be designed to maximize these benefits?
- How can technology be used to enhance the wandering experience without detracting from the sense of discovery and spontaneity?
- What is the potential for tourism to facilitate cultural exchange and understanding between people from different backgrounds?

2) An expository essay:

“Take only memories, leave only footprints.” (Chief Seattle)

Comment on the role of the tourism industry promoting responsible consumption and minimizing waste to ensure that only footprints are left behind.

- What role can technology play in promoting sustainable tourism practices and educating travellers about responsible behavior?
- How can the concept of “slow travel” be integrated into tourism to encourage deeper connections with destinations and reduce environmental impact?
- How can we measure the success of sustainable tourism initiatives and ensure long-term environmental and social benefits?

THEME 6: ARCHITECTURE AND HISTORY:

Watch the video. Make notes about architecture and its samples that store history. Complete the tasks in order to check your understanding of the information. Respond to the ideas presented in the video and create an essay:

Put the information Laura refers to in the correct order:

- A) what Laura likes most about the Sesc Pompeia;
- B) who designed the Sesc Pompeia;
- C) when the Sesc Pompeia was built;
- D) what the Sesc Pompeia looks like;
- E) what the Sesc Pompeia is used for;
- F) what architects can learn and explore from the Sesc Pompeia;
- G) what the Sesc Pompeia building used to be.

Write one word in each gap that you hear during the interview.

- 1) Before she became a journalist, Laura spent six years working in an architect's _____.
- 2) Work on the Sesc Pompeia was carried out between _____ and _____.
- 3) There are _____ centres similar to the Sesc Pompeia throughout Brazil.
- 4) The architect Lina Bo Bardi designed the Sesc Pompeia with the help of the local _____ who were already living there.
- 5) The red brick and concrete of the building had been covered in _____ for many years.
- 6) The windows of the two towers on the Sesc Pompeia were painted bright _____.
- 7) Laura admires the fact that Bo Bardi reused the _____ building to create the Sesc Pompeia.

Essay topics:

1) A descriptive essay:

“Architecture is the learned game, correct and magnificent, of forms assembled in the light.” (*Le Corbusier*)

Comment on architecture as an art form that never yields to sculpture, painting, and music.

- How do cultural, social, and environmental factors influence architectural expression?
- To what extent does architecture reflect the values and aspirations of a society?
- How does the concept of "beauty" apply to architecture? Give reasons and provide examples.

2) *An argumentative essay:*

“Architecture should speak of its time and place, but yearn for timelessness.” (*Frank Gehry*)

Prove if architecture might transcend time and culture to resonate with human experience.

- How does the pursuit of beauty contribute to architecture’s status as an eternal art form?
- What is the interplay between innovation and tradition in architecture? How can new ideas be integrated into the timeless principles of design?
- How does architecture engage with the human senses to create a lasting impression?

THEME 7: GLOBALIZATION

Watch the video. Make notes about global trends. Complete the task in order to check your understanding of the information. Respond to the ideas presented in the video and create an essay:

- 1) Global Excellent provides services in three spheres.
- 2) A global business environment is different from company to company.
- 3) Global Excellent deals with opening offices in foreign countries.
- 4) Global Excellent is involved into customer and account services.
- 5) Working in global environment remains to be a usual business.
- 6) Differences in time, location and culture make a huge impact on working in global environment.
- 7) People working in global teams always come across negative experience.
- 8) Egalitarian style presupposes independence and autonomy.
- 9) The representatives of Italy and Spain are mainly hierarchical.
- 10) Latin and Anglo-Saxon cultural styles are paternalistic.
- 11) Paternalistic cultural style is enhancing and motivating.
- 12) There exist cultures that welcome feedback as something motivating.
- 13) The biggest obstacle for Native English speakers working globally is their preference to neglect differences.
- 14) If Native English speakers are at a meeting in China, they never speak as if they were in Manchester.
- 15) The phrase “When in Roman, do as the Romans do” means cultural adjustment.

Essay topics:

1) *A cause-and-effect essay:*

“If you’re totally illiterate and living on one dollar a day, the benefits of globalization never come to you.” (*Jimmy Carter*)

Illustrate how factors such as education, access to technology, and economic infrastructure play a role in globalization?

- What role do trade policies and agreements play in perpetuating global inequality?
- How does globalization influence labor conditions and worker rights?
- How can globalization be reoriented to promote greater equity and inclusion?

2) *A process essay:*

“We should keep on going along the path of globalization. Globalization is good... when trade stops, war comes.” (*Jack Ma*)

Explain if increased economic interdependence between nations contributes to global peace and stability.

- What are the potential risks of overreliance on globalization?
- How can globalization be managed to minimize negative impacts while maximizing benefits?
- Does the pursuit of economic growth through globalization sometimes come at the expense of human rights or environmental protection?

THEME 8: ARTS

Watch the video. Make notes about art and artistic trends. Complete the tasks in order to check your understanding of the information. Respond to the ideas presented in the video and create an essay:

Define if the statements are true or false:

- 1) Yulia is a Ukrainian sculptor currently based in Rye on the west coast of England.
- 2) Yulia wanted to be an artist even when she was a child.
- 3) Yulia says that one advantage of marble is that she can create very detailed pieces from it.
- 4) Yulia has been inspired by national collections of art in Ukraine.
- 5) Traditional dolls from the Ukraine were the inspiration for a recent work.
- 6) Before working in clay, Yulia usually makes a drawing in pencil.
- 7) Although Yulia likes working in marble, her favourite work is made from plastic.
- 8) For one exhibition, Yulia made a bear out of plastic toys.

Complete the conversation with the adjectives:

- 1) I was one of the youngest students there, and [it was a] really good _____ education course.
- 2) I was so inspired by Renaissance art and by some _____ collections.
- 3) I have this _____ image in my head and I start playing with plasticine.
- 4) I can find a _____ shape of stone.
- 5) It has this _____ shape for, for a sculpture.

6) ... a sculpture straight from toys, gluing them together and making this _____ sculptures.

Essay topics:

1) An analytical essay:

“Every block of stone has a statue inside it and it is the task of the sculptor to discover it.” (Michelangelo)

Analyze if sculpture interacts with its environment to create new meanings.

- To what extent does the title of a sculpture influence the viewer's interpretation?
- How do cultural and historical contexts shape the meaning of a sculpture?
- What role does the viewer's personal experiences and perspectives play in interpreting a sculpture?

2) A narrative essay:

“I saw the angel in the marble and carved until I set him free.” (Michelangelo)

Characterize your path in arts, focus on your artistic strengths and say how you leverage them in your work.

- What is your preferred artistic genre, medium or style, and why? How do you generate new ideas and concepts for your artwork?
- How do you incorporate feedback from others into your artistic development?
- How do you experiment with different artistic techniques and styles to expand your creative repertoire?

THEME 9: MIND AND COGNITION

Watch the video. Make notes about cognitive processes. Complete the tasks in order to check your understanding of the information. Respond to the ideas presented in the video and create an essay:

Define if the statements are true or false:

- 1) FMRI is exclusively used to investigate the human brain.
- 2) As a science communication specialist, Jack Lewis participates in TV production.
- 3) Neuroscience explores brain.
- 4) Brain can be studied from various aspects.
- 5) The microscopic level is conducted within the nucleus.
- 6) Each cell in the brain is autonomous and responsible for either vision, or decision making, or emotions and so on.
- 7) One and the same scan can be both black-and-white and colourful.
- 8) All FMRI images can be divided into structural and functional.
- 9) If scans are made due to different circumstances, later they are contrasted mathematically.
- 10) The back of the brain creates what we hear.
- 11) In the sides of the brain there are areas responsible for vision and audition.

- 12) Neuro-economics is applied to calculate if the decision is profitable for the market or not.
- 13) Stroke occurs in brain areas where the blood supply gets cut off and dies.
- 14) Chronic headache is generated inside the brain.
- 15) FMRI helps to find and supply some evidence.

Essay topics:

1) A definition essay:

“The human brain has 100 billion neurons, each neuron connected to 10 thousand other neurons. Sitting on your shoulders is the most complicated object in the known universe.” (*Michio Kaku*)

Say if you treat cognition as a wonder or an inbuilt mechanism that serves you during lifetime.

- How does cognitive development change from infancy to adulthood, and what factors contribute to these changes?
- What are the common cognitive changes associated with aging, and how can these be mitigated or compensated for?
- How does the development of expertise influence cognitive processes?

2) A reflective essay:

“We see with the eyes, but we see with the brain as well. And seeing with the brain is often called imagination. And we are familiar with the landscapes of our own imagination, our inscapes. We’ve lived with them all our lives.” (*Oliver Sacks*)

Trace the influence of attention, perception, and memory on our understanding of the world.

- How does language shape our thoughts and perceptions?
- What is the relationship between emotion and cognition, and how do they interact in decision-making?
- How does the concept of working memory relate to problem-solving and learning?

THEME 10: NATIONAL CUISINES AND INTERNATIONAL DISHES

Watch the video. Make notes about culinary trends. Complete the tasks in order to check your understanding of the information. Respond to the ideas presented in the video and create an essay:

Define if the statements are true or false:

- 1) Anna’s professional activities include giving lessons on how to cook.
- 2) Anna believes that our taste depends on the culture we are brought up in.
- 3) Chicken tikka masala is an example of an Indian dish that has been successfully exported to Britain.

- 4) The traditional cuisine of migrant communities is not influenced by the host country.
- 5) Cuisine imported from other countries can change traditional behaviour as well as traditional diets.
- 6) According to Anna, the popularity of multinational fast food restaurants, such as McDonald's, means that people around the world have a very similar diet.

Write one word in each gap that you hear during the interview to complete the summaries:

- 1) A culinary anthropologist is someone who studies the _____ and _____ of food.
- 2) According to Anna, food is important to our cultural _____ as well as our social _____.
- 3) The preference for roast beef and fish and chips in Britain is influenced by the _____ and _____.
- 4) The cuisine of a country may also be influenced by social changes, such as _____, colonisation, trade, and _____.
- 5) Examples of cuisine that has been adapted to suit _____ taste include fortune cookies, chop suey and sweet and sour chicken.
- 6) McDonald's has been especially popular with the younger generation and especially with _____.
- 7) In Europe, globalisation has led to an increased popularity in local _____, such as cheese, sausages and wine.

Essay topics:

1) An argumentative essay:

“Food is not rational. Food is culture, craving, habit, and identity.” (J. S. Foer)

State if culture shapes our food choices beyond nutritional value and what the implications for global health are.

- To what extent do food cravings override rational decision-making, and what are the underlying psychological and biological factors?
- In what ways does food serve as a marker of identity, both personal and cultural?
- How does the food industry manipulate our cravings and habits to drive consumption?

2) A compare-and-contrast essay:

“Ask not what you can do for your country. Ask what's for lunch.” (Orson Welles)

Highlight the contrast between grand aspirations and the simple realities of daily life.

How can we reconcile the emotional and cultural significance of food with the need for healthy eating habits?

What is the role of social media and influencers in shaping our food choices and perceptions?

How do economic factors influence food preferences and accessibility, and what are the implications for food security?

THEME 11: VACANCIES, JOB INTERVIEWS, AND CAREER PATHS

Watch the video. Make notes about job interviews. Complete the tasks in order to check your understanding of the information. Respond to the ideas presented in the video and create an essay:

1) Define if the statements are true or false:

- 1) The Careers Group University of London is geared toward the personal promotion and career enhancement.
- 2) Providing guidance and consultations, Helen Kempster works with three groups of people.
- 3) Recent graduates often need short consultations before interviews.
- 4) To liaise with academic departments helps those students whose job interviews are coming up.
- 5) The Careers Group University assists students in gaining work experience.
- 6) Students lacking relevant work experience still can do their best to draw attention of the employers.
- 7) The skills but not the experience can be treated as a decisive point.
- 8) A CV should take into account all the details to be a generic one.
- 9) To tailor a CV means to adapt it to specific purposes.
- 10) A master CV is a unique CV that helps you kill two birds with one stone.
- 11) To be successful at the interview take into account practical and preparatory aspects.
- 12) The success at the interview depends on the level of prediction skills.

2) Choose the correct item to fill in the gaps:

- 1) Necessary skills and experience depend on the
a) job requirements; b) employer's demands; c) sphere of the company.
- 2) ...can help you a lot to get this job.
a) Previous skills; b) Background knowledge; c) A-level exams.
- 3) The motivation for your future work presupposes the
a) personal appeal; b) cultural relativity; c) approval of their working style.
- 4) You need all sorts of information ... about the company to succeed at the interview.
a) printed; b) available; c) displayed at the website.
- 5) A vital thing is to really... the sector you are going to work in.
a) define; b) look for; c) explore.
- 6) Be ... about your work choice.
a) decisive; b) motivating; c) specific.

- 7) If you are looking for a work for a long time, ...
 a) give up; b) be persistent; c) change your CV.
- 8) The only trait of an applicant NOT mentioned in the text is...
 a) adaptability; b) firmness; c) competitiveness.

Essay topics:

1) An evaluation essay:

“The only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle.” (*Steve Jobs*)

Predict the potential consequences of settling for a job you dislike and suggest the strategies to overcome these challenges.

- How does societal pressure or economic necessity impact one’s ability to pursue a passion-driven career?
- Is it possible to find passion in any job, or are some careers inherently more fulfilling than others?
- How does the concept of “calling” relate to finding work that you love?

2) A reflective essay:

“Strive not to be a success, but rather to be of value.” (*Albert Einstein*)

Find the difference between the pursuit of value and pursuit of success. Prove which is more fulfilling in the long term.

- In what ways can societal pressures to achieve success hinder our ability to focus on creating value?
- How can we measure personal or professional value, and what metrics should we prioritize?
- How do our personal values influence the kind of value we create?

THEME 12: NATURE, TOURISM, AND CONSERVATION

Watch the video. Make notes about job interviews. Complete the tasks in order to check your understanding of the information. Respond to the ideas presented in the video and create an essay:

1) Define if the statements are true or false:

- 1) Noirin Hegarty is Managing Director of a travel agency.
- 2) Lonely Planet started 40 decades ago when a world tour was conducted for the first time.
- 3) A young couple that launched Lonely Planet traversed three continents on their way to Australia.
- 4) The editing company publishes about 100 travelling leaflets per year, manages mobile applications and websites.
- 5) Lonely Planet is based in two countries.
- 6) Lonely Planet aims at courageous travellers only.

- 7) The team of Lonely Planet comprises fewer than 500 employees.
- 8) Credibility is a key point of Lonely Planet and they guarantee that they verify all data.
- 9) Any travel content should be provided with passion and enthusiasm.
- 10) Armchair travellers are particularly interested in the products of Lonely Planet.

2) Choose the correct item to fill in the gap:

- 1) The staff of Lonely Planet is responsible for providing
 - a) necessary data and possible help for travellers; b) destinations and sights; c) assistance in case of emergencies.
- 2) *To hold the hand of a traveller* means
 - a) to guide and accompany in tours; b) to ensure they are aware of the details; c) to inform and assist.
- 3) The writers who work as a part of the team come from... .
 - a) all continents; b) all their destinations; c) various backgrounds.
- 4) A coordinating author is required if
 - a) there are many researchers working simultaneously; b) the destination is complex in nature; c) if it goes about India.
- 5) Authors get paid a larger part of their fee upfront
 - a) if they arrange their own accommodation; b) in any case; c) if they go incognito.
- 6) Lonely Planet doesn't want to be associated with...tours.
 - a) marine; b) safari; c) African.

Essay topics:

1) A reflective essay:

“The greatest threat to our planet is the belief that someone else will save it.”

(Robert Swan)

Define if diffusion of responsibility contributes to environmental apathy and inaction.

- What are the psychological factors that lead individuals to believe that someone else will address environmental issues?
- What role do education and awareness play in fostering a sense of personal responsibility for the planet?
- How can we shift the narrative from individual blame to collective action and shared responsibility?

2) An analytical essay:

“The nation behaves well if it treats the natural resources as assets which it must turn over to the next generation increased, and not impaired in value.” (Theodore Roosevelt)

Comment on the specific strategies for increasing the value of natural resources while simultaneously protecting the environment.

- How can governments and corporations be held accountable for the sustainable management of natural resources?

- What are the potential consequences of failing to manage natural resources sustainably, both economically and environmentally?
- How can international cooperation be leveraged to address global challenges related to resource management and conservation?

THEME 13: EMERGENCIES, CHARITY, AND DONATIONS

Watch the video. Make notes about UK's Disasters Emergency Committee. Complete the tasks in order to check your understanding of the information. Respond to the ideas presented in the video and create an essay:

1) Define if the statements are true or false:

- 1) Brendan Paddy is on behalf of UK's Disasters Emergency Committee.
- 2) The Disasters Emergency Committee is a co-founder of the big UK aid agencies.
- 3) Their latest task was to raise 95 million pounds for the Typhoon Haiyan Appeal.
- 4) It's Brendan Paddy's job to communicate with their main audiences clearly and persuasively.
- 5) Disasters Emergency Committee is given money in response to their appeals for inside and outside disasters.
- 6) The critical thing to persuade the audience is to speak briefly.
- 7) Traditional media help a lot in the Committee's work.
- 8) The DEC embodies the idea of international collaboration in all possible ways.
- 9) The DEC has three member agencies.
- 10) Oxfam's activity is focused on the UK and US.
- 11) The second level of international cooperation is exclusively based on liaison with church groups.
- 12) The DEC has to overcome lots of cross-cultural boundaries.

2) Choose the correct item to fill in the gap:

- 1) They start collaborations by... .
 - a) giving donations; b) raising money; c) listening to people.
- 2) ... has caused power imbalance.
 - a) An assumption; b) Information; c) Poverty
- 3) Ignoring local people can lead to a... .
 - a) danger; b) failure; c) mistake.
- 4) To procure goods locally is a better idea to support local....
 - a) regions; b) economy; c) farmers.
- 5) A huge amount of food overseas can destroy... .
 - a) farming; b) crops; c) local tendencies
- 6) It is a great ... to assist people in need.
 - a) challenge; b) obligation; c) privilege.

Essay topics:

1) A reflective essay:

“To ease another’s heartache is to forget one’s own.” (*Abraham Lincoln*)

Share if empathy facilitates charitable acts and what role it plays in building stronger communities.

- Can the pursuit of alleviating others’ suffering be a form of self-care, and if so, how?
- What are the psychological benefits of engaging in charitable work, and how do they relate to personal well-being?
- In what ways can we foster a culture of empathy and compassion in our society to encourage greater charitable giving?

2) A persuasive essay:

“A bone to the dog is not charity. Charity is the bone shared with the dog, when you are just as hungry as the dog.” (*Jack London*)

Comment on the effectiveness of charitable acts that involve personal sacrifice.

To what extent does experiencing shared hardship foster a deeper sense of empathy and compassion?

How can understanding the struggles of others motivate individuals to engage in charitable acts?

What are the potential challenges and rewards of prioritizing the needs of others over one’s own?

THEME 14: TRENDS, FASHION, AND CONSUMERISM

Watch the video. Make notes about UK’s Disasters Emergency Committee. Complete the tasks in order to check your understanding of the information. Respond to the ideas presented in the video and create an essay:

1) Define if the statements are true or false:

- 1) CuteCircuit is a company based in the UK.
- 2) There are two co-founders in CuteCircuit, a company founded in the beginning of the 21 century.
- 3) CuteCircuit makes investments into researching and inventing new fabrics.
- 4) Their innovative technology implemented electricity into clothing.
- 5) Every part of the garment is designed purposefully to look unusual.
- 6) The design of the garment includes three different components that should be designed.
- 7) Wearable technology started in 1998.
- 8) The idea of wearable technology originated in Italy.
- 9) Once Francesca Rosella saw an evening gown embroidered with electro-luminiscent thread on the red carpet.
- 10) Francesca Rosella got frustrated because she didn’t become a pioneer of wearable technology.

- 11) Francesca Rosella decided to handle wearable technology after publishing an innovative article.
- 12) Francesca Rosella got a degree in wearable technology in the year of 2001.
- 2) Choose the correct item to fill in the gap:**
- 1) Interaction Design Institute Ivrea is a/an ... design institute.
a) groundbreaking; b) interaction; c) technological.
- 2) The researchers of the Interaction Design Institute were looking at technologies ... years in the future.
a) 5-15; b) 10; c) 5-10.
- 3) The keynote speech at the graduation ceremony was delivered by a/an
a) Italian; b) Japanese; c) American.
- 4) The Twitter dress could....
a) receive messages; b) send messages; c) reflect messages in the mirror.
- 5) The consumers of CuteCircuit mainly represent generations from different countries.
a) two; b) three; c) four.
- 6) It's high time clothing
a) were revolutionized; b) was revolutionized; c) is revolutionized.
- 7) Garments should help to express
a) personalities; b) suggestions; c) thoughts.
- 8) CuteCircuit is working out the idea of ... a device in the garment.
a) implementing; b) fixing; c) embedding.

Essay topics:

1) A problem-solution essay:

“What consumerism really is, at its worst, is getting people to buy things that don't actually improve their lives.” (*Jeff Bezos*)

Prove the influence that advertising and marketing techniques make to manipulate consumer desires and create unnecessary needs.

- What is the role of social media and influencers in driving consumer behavior and promoting excessive consumption?
- What are the environmental consequences of excessive consumption and the production of goods that do not improve quality of life?
- How can we promote mindful consumption and encourage people to prioritize experiences over possessions?

2) An argumentative essay:

“Fashion is what you're offered four times a year by designers. And style is what you choose.” (*Lauren Hutton*)

Give reasons that the fashion industry influences consumer behavior and body image?

- What is the relationship between personal identity and clothing choices?
- How can individuals develop a unique personal style that is distinct from fleeting fashion trends?
- What is the impact of fast fashion on the environment and consumer culture?

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For notes