



## Exercise – Structuring an introduction

---

### Introduction

This exercise requires you to consider how to structure an introduction.

Answer the questions related to introduction structure.

Answers are presented from page 6.

---

### Further information

The Learning Resources Study Hub provides a range of opportunities (such as workshops and drop-ins) for you to enhance your academic skills. For more information visit: I

[lrweb.beds.ac.uk/studyhub](http://lrweb.beds.ac.uk/studyhub)



## Exercise

Answer the following questions about writing an introduction:

---

1) An introduction is typically up to X % of the total assignment word count. What does X = ?

---

2) The following are the three main components within an introduction. However, they are in the wrong order. Put the components in the correct order.

- a) An overview of the structure of the assignment
  - b) The rationale for writing the assignment
  - c) General background information about the area being addressed
- 

3) The following sentences comprise an introduction. However, they are in the wrong order.

Identify which sentences provide background information / assignment rationale / outline assignment structure. The first one has been done for you.

Sentence	Sentence type
This assignment defines the term 'academic skills' and establishes associated teaching strategies currently in use.	Assignment structure
Each strategy is critically analysed in terms of potential for enhancing the student experience.	
Limited work has however, reviewed which teaching methods are most effective in terms of enhancing the student experience.	

Recommendations are made in terms of best practice in this area.	
For example, students can routinely access online materials, workshops or 1:1 advice related to assignment writing, exam technique, presentation skills and mathematics.	
Over the last ten years there has been an increase in academic skill development opportunities provided by universities.	

**4) Now put the sentences into the correct order. The first one has been done for you.**

<b>Sentence</b>	<b>Sentence number</b>
This assignment defines the term 'academic skills' and establishes associated teaching strategies currently in use.	4
Each strategy is critically analysed in terms of potential for enhancing the student experience.	
Limited work has however, reviewed which teaching methods are most effective in terms of enhancing the student experience.	
Recommendations are made in terms of best practice in this area.	
For example, students can routinely access online materials, workshops or 1:1 advice related to assignment writing, exam technique, presentation skills and mathematics.	
Over the last ten years there has been an increase in academic skill development opportunities provided by universities.	

5) The following sentences comprise an introduction. However, they are in the wrong order.

Identify which sentences provide background information / assignment rationale / outline assignment structure.

Sentence	Sentence type
The merits of each are considered along with recommendations as to when and how each can be most effectively employed.	
Despite this, companies have experienced very mixed results in terms of social media effectiveness.	
This is because social networks (such as Twitter and Facebook) can broadcast adverts to millions of potential customers.	
Furthermore, metadata can be used to ensure that advertising is strategically targeted at individuals who are most likely to be interested in specific products.	
Social media has become increasingly important in business promotion.	
This assignment outlines the range of social media opportunities that can be used by businesses.	

6) Now put the sentences into the correct order. The first one has been done for you.

Sentence	Sentence number
The merits of each are considered along with recommendations as to when and how each can be most effectively employed.	
Despite this, companies have experienced very mixed results in terms of social media effectiveness.	
This is because social networks (such as Twitter and Facebook) can broadcast adverts to millions of potential customers.	
Furthermore, metadata can be used to ensure that advertising is strategically targeted at individuals who are most likely to be interested in specific products.	
Social media has become increasingly important in business promotion.	
This assignment outlines the range of social media opportunities that can be used by businesses.	

## Answers

1) - 10%

2) The correct order is:

- a) General background information about the area being addressed
- b) The rationale for writing the assignment
- a) An overview of the structure of the assignment

3 and 4) - Sentence type / the correct order is:

Background information / Assignment rationale / Assignment structure

Over the last ten years there has been an increase in academic skill development opportunities provided by universities. For example, students can routinely access online materials, workshops or 1:1 advice related to assignment writing, exam technique, presentation skills and mathematics. Limited work has however, reviewed which teaching methods are most effective in terms of enhancing the student experience. This assignment defines the term 'academic skills' and establishes associated teaching strategies currently in use. Each strategy is critically analysed in terms of potential for enhancing the student experience. Recommendations are made in terms of best practice in this area.

5 and 6) - Sentence type / the correct order is:

Background information / Assignment rationale / Assignment structure

Social media has become increasingly important in business promotion. This is because social networks (such as Twitter and Facebook) can broadcast adverts to millions of potential customers. Furthermore, metadata can be used to ensure that advertising is strategically targeted at individuals who are most likely to be interested in specific products. Despite this, companies have experienced very mixed results in terms of social media effectiveness. This assignment outlines the range of social media opportunities that can be used by businesses. The merits of each are considered along with recommendations as to when and how each can be most effectively employed.