

# Methodology

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# The Professional competences

For:

- Specialists and managers –
  - Apply the best persuading arguments
  - Present information in the most efficient form
  - Win in competition on the labour market
    - external
    - Internal – in the company
- Students –
  - Pass all exams with highest scores
  - Read the material with better understanding of logic and structure

# Results of the course

The student should :

- Get practical skills in
  - Search information
  - Make Ppt presentations
  - Write essay
  - Read and analyse texts
- Detect logical mistakes
- Fix the priorities
- Understand the criteria



# Course's content

The topics include 3 parts:

- Present information
  - Writing essay
  - Making presentations
- French logic and structure
  - Plan détaillé (detailed plan)
  - Fiche de lecture (annotation)
- Research methods
- Strategy of examination





# Teaching and Studying methods

The interactive mode of colloquium

- group discussions
- role playing
- case studies
- reporting



Students prepare their presentations, essays, detailed plans, annotations



Let start !

# Methodology

## Essay Writing

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# The purpose of the ESSAY SKILLS DEVELOPMENT COURSE is three-fold:

1 - Introduce the proper way to

- plan,
- write
- present

written papers, home works and exams

# The purpose of the ESSAY SKILLS DEVELOPMENT COURSE is three-fold::

2 – Focus on the micro-skills of writing:

- effective introductions & conclusions,
- communicating ideas clearly,
- using evidence to support ideas,
- learning more complex sentence structures, and...

# The purpose of the ESSAY SKILLS DEVELOPMENT COURSE is three-fold:

- 3 - Develop formal academic style
  - understand different genres of writing
  - review common grammar mistakes
  - build on useful vocabulary

# Write an Essay

- 3 minutes
- Tell us something important
  - A research topic on your choice
- At least 3 paragraphs
- Taking into account your readers



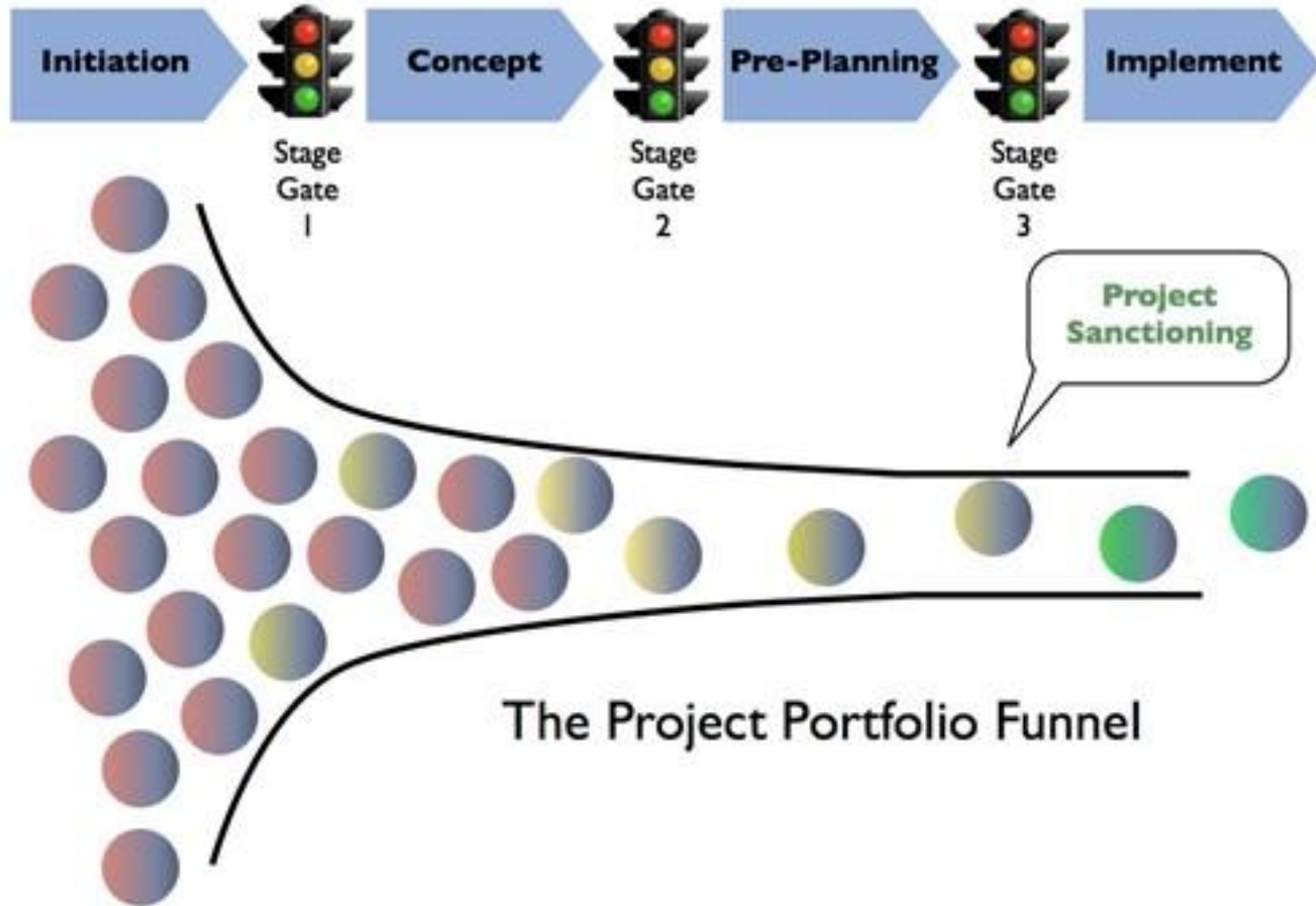
# The following topics will be covered within the lesson:

- Writing under time pressure
- The essay: functions, types and structures
- Inter-paragraph cohesion and the component structure of paragraphs
- Effective expression of ideas in writing: academic style – degrees of formality

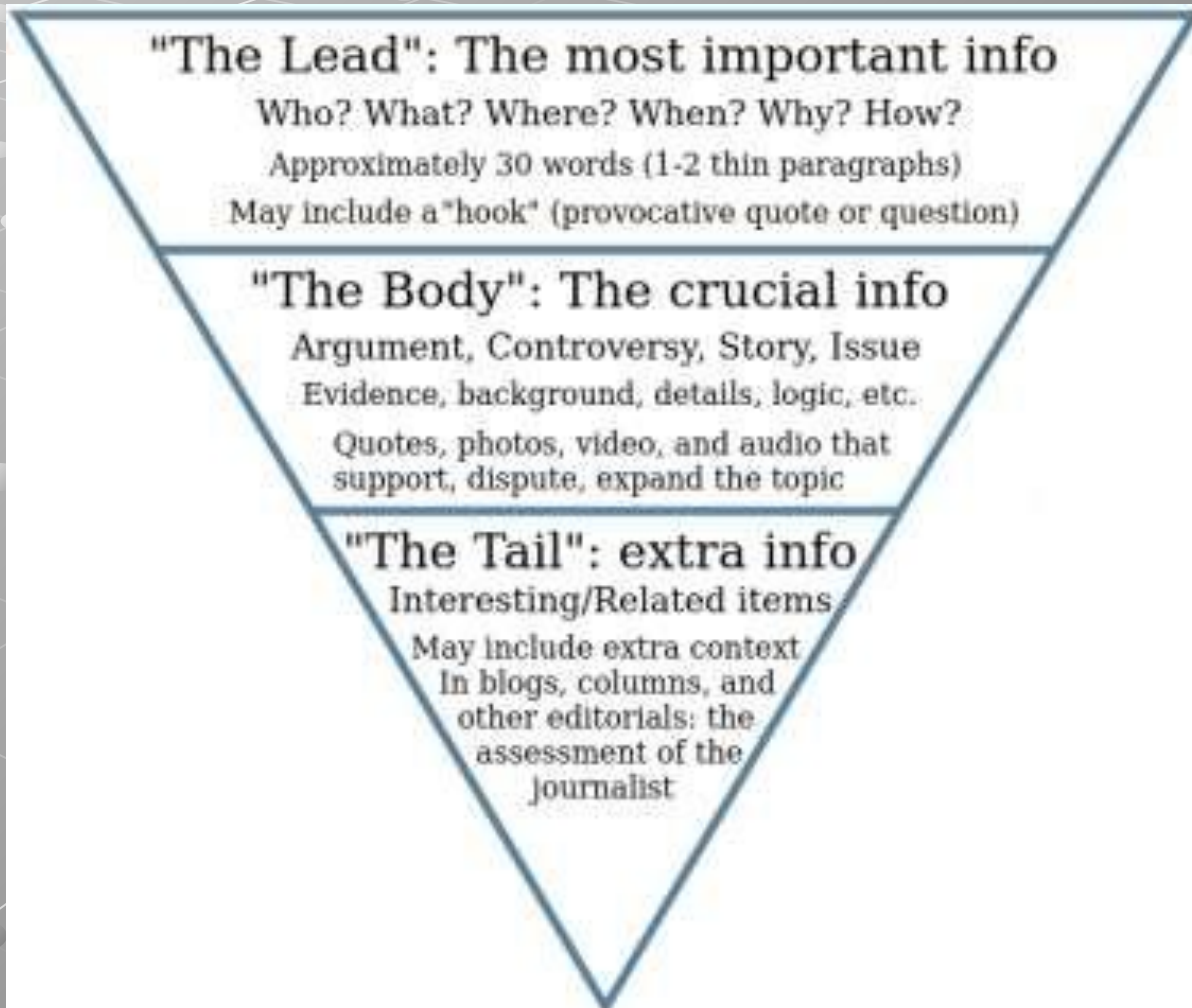
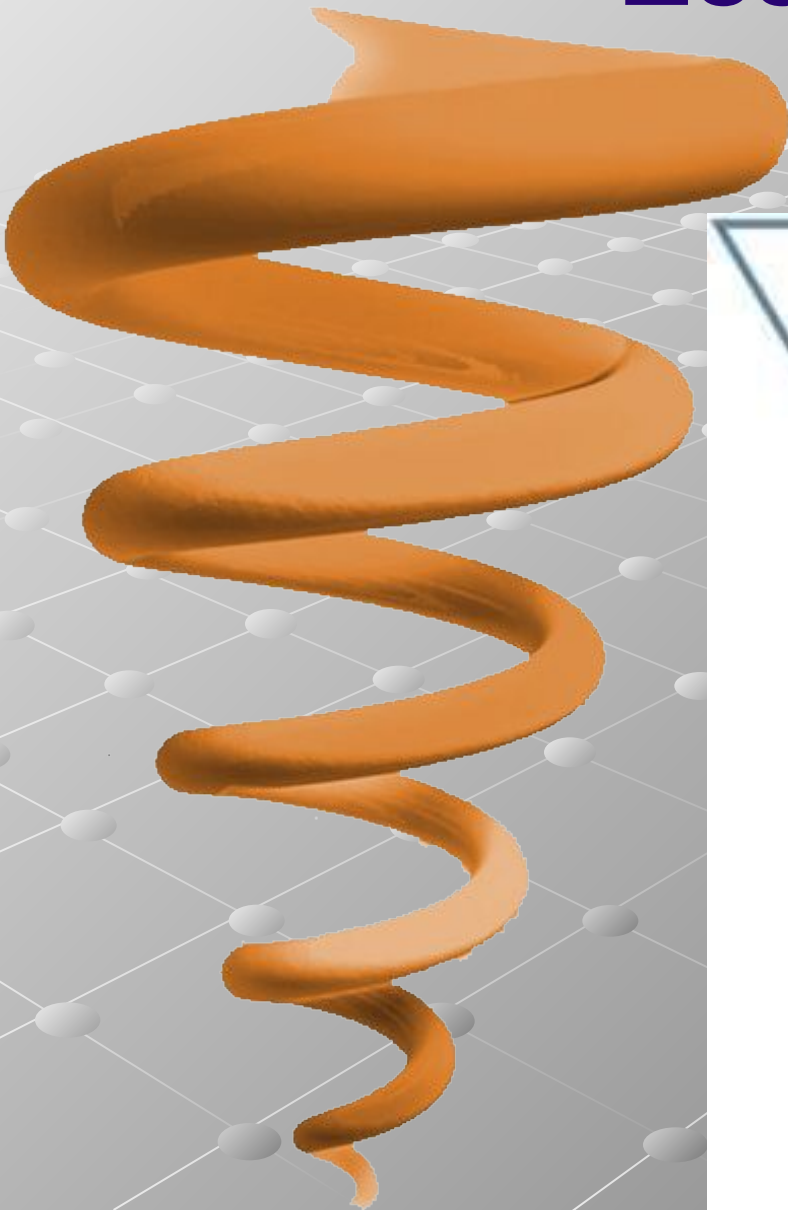
# Essays' common mistakes

- The most common drawbacks:
    - Spelling
    - Contractions and slang
    - Using “I”
    - Lack of sense, logic, examples
    - No clear opinion
    - Incomplete sentences
  - Sometimes if a writer becomes aware of common mistakes, he will recognize those errors and make them less frequently
- The key is to keep trying.

# Research or Venture funnel



# Essay Spiral





## Basic Key Phrase Universe

- Start with Business Brief and Seed Key Phrases.
- Develop the Organic Key Phrase Universe for the website using SEs' Keyword Suggestion, 3rd Party Keyword Suggestion, Competition Key Phrases.

## Lateral Web Data Filters

- Collate Search Volume and 'Key Phrase Worth' data from multiple sources.
- Consider the relative worth of Key Phrases and not the absolute value indicated by the tools.
- Use Search Volume Predictors, Key Phrase Cyclicality/ Trend analysis, Geo- Targeting data and PPC Cost Competition Analysis

## Search Intent and Semantic Web

- Search Intent Indicator Tools help target better and improve conversion.
- Search Indicator tools Vertical Search Potential Analysis are good starting points.
- Log file data is most credible and accurate for Visit/ Search Intent analysis.

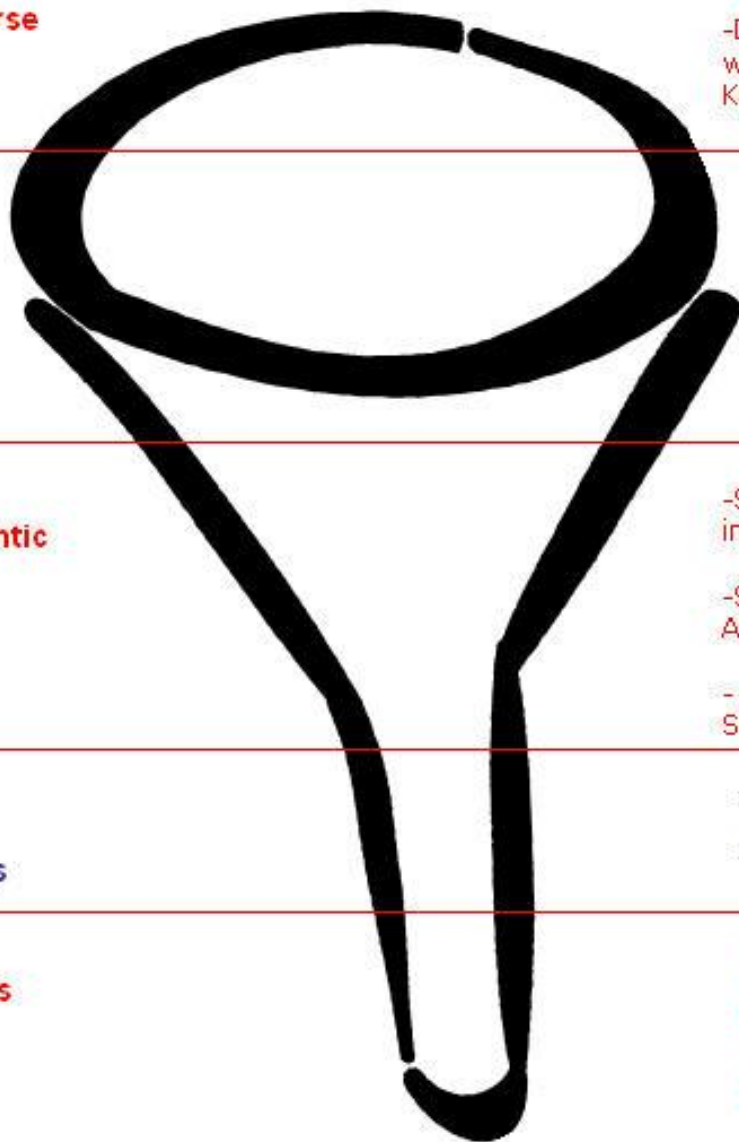
## Social Web Filters

- Identify the evolving stories and trends
- Add the "Buzz" to your Key Phrase list

## Freshness & Buzz Filters

## Real World and Business Constraints

- Run the Key Phrase list by all Stake holders ( Marketing, Technology, Customer Agents, Legal) to identify any potential issues/ concerns
- Add common misspellings, typos and common phonetic variations.



# Tools – Step 1

## Basic Key Phrase Research

- Search Engines' Keyword Suggestion  
Tools : [Google](#) Search Engines' Keyword Suggestion Tools : Google, [Bing](#)
- 3rd Party Keyword Suggestion  
Tools: [Wordtracker](#)
- Competition Key Phrase Analysis  
Tools: SpyFu

# Tools – Step 2

## Lateral Web Data Filters

- Search Engine Volume Predictors: [Google Trends](#) Search Engine Volume Predictors: Google Trends, [Microsoft Keyword Forecast](#)
- Key Phrase Cyclicity/ Trend/ geography analysis: [Google Insight](#)
- PPC Cost Competition Analysis: [Google](#) PPC Cost Competition Analysis: Google, [SpyFu](#)



# Tools – Step 3

## Search Intent and Semantic Web

- Search Intent Indicator Tools: [Google Sets](#) Search Intent Indicator Tools: Google Sets, [Microsoft Commercial Intent Predictor](#),
- [Microsoft Demographic Predictor](#)
- Visit Intent Analysis from the Log file /site Search Data\*\*
- Vertical Search Potential Analysis: News, Local, Images, Video, Product, Blog

# Tools – Step 4 & 5

## 4: Social Web Filters Freshness & Buzz Filters

- News: [Google News](#)
- Social Media: [Face Book Lexicon](#), Social Media: Face Book Lexicon, [Twitter Trends](#)

## 5: Real World and Business Constraints

- Spelling Mistakes: [FatFingers](#)
- Phonetic Variations
- Domain Typos: [Domain Typo Generator](#)
- Patent Search: [Google Patents](#), Patent Search: Google Patents, [USPTO](#)

# Break to re-Launch

## Бизнес в Европе



## Бизнес в России





- Essay Exam

# Taking an Essay Exam – why?

- The purpose for writing
  - a research paper □ to learn more about your selected topic
  - essay exams □ to demonstrate your knowledge (both informative and persuasive purpose)

# Taking an Essay Exam

- For successful in-class essays:
- Take into consideration your purpose, audience and information
  - when you develop a thesis with support
  - when you prove your statements with evidence
  - when you guide your readers with transitions, etc.

# PREPARING FOR THE EXAM: Preparation Tips

**Study connections between ideas**  
when you're studying, try to think about how  
the information fits together.



# PREPARING FOR THE EXAM: Preparation Tips

## **Prepare practice questions**

- Try to prepare for questions that are likely to be asked
- it's better to write out the answers.
  - That way, you will know where you need to study more.

# PREPARING FOR THE EXAM:

## Preparation Tips

**Always take notes throughout the semester**

Ask the instructor exactly what they are expecting in the essay.

Different instructors have different criteria.

**For long essays, write miniature outlines.**

Create main points that you can memorize.

Therefore, if the question arises on the test, you will have more confidence and clarity in your answer.

# PREPARING FOR THE EXAM:

## Preparation Tips

- if the professor stresses certain information, there is a good chance it will be on exam
  - listen carefully,
  - turn the repeated information into a question,
  - practice writing an answer under timed conditions
- Talk with other students on how they write essay questions
- Ask other students for possible questions they think will be asked.

# PREPARING FOR THE EXAM:

## Preparation Tips

- Analyze your essay questions from the past to see how you can improve upon the instructor's comments.

# TAKING THE EXAM

- While you're taking the exam, remember that it's not simply what you say or how much you say, but **HOW** you say it that's important.
- You want to show your instructor that you have mastered the material

# Plan your time

- Take a few minutes to plan your time.
- Determine how many minutes you can devote to each answer.

# Plan your time

- You will want to devote most of your time to the questions that are worth the most points, perhaps answering those questions first.
- On the other hand, you might want to answer first the questions that you are best prepared for.



# Plan your time

- If you are given the entire exam at once and can determine your approach on your own, read the entire exam before you get started
- how many points each part earns you,
  - find hints for how long your answers should be

# Plan your time

- As you read, make tentative choices of the questions you will answer (if you have a choice).
- Don't just answer the first essay question you encounter. Instead, read through all of the options. Jot down really brief ideas for each question before deciding.

# Plan your time

- Remember that the easiest-looking question is not always as easy as it looks.
- Focus your attention on questions for which you can explain your answer most thoroughly, rather than settle on questions where you know the answer but can't say why.

# Read the questions thoroughly

- Take a few minutes before writing your essay to read the question carefully in order to determine exactly what you are being asked to do
- Most essay exam questions, or “prompts,” are carefully worded and contain specific instructions about WHAT you are to write about as well as HOW you should organize your answer.

# Read the questions thoroughly

- Read the questions carefully, and mark and circle the key words, such as the action verbs and the subject. If you do not understand the structure of the questions, ask the professor for clarification
- Choose a key word from the topic in order to introduce your essay.

If you see one of these terms, try to organize your essay to respond to the question or questions indicated:

**classify:** Into what general category/categories does this idea belong?

**compare:** What are the similarities among these ideas? What are the differences?

**contrast:** What are the differences between these ideas?

**critique:** What are the strengths and weaknesses of this idea?

**define:** What does this word or phrase mean?

**describe:** What are the important characteristics or features of this idea?

**evaluate:** What are the arguments for and against this idea? Which arguments are stronger?

**Assess:** What are the arguments for and against this idea?

**identify:** What is this idea? What is its name?

**interpret:** What does this idea mean? Why is it important?

**justify:** Why is this correct? Why is this true?

**outline:** What are the main points and essential details?

**summarize:** Briefly, what are the important ideas?

**trace:** What is the sequence of ideas or order of events?



# Analyze the questions

- **Decide what you are being asked to do.**
- Try looking closely at what the question is directing you to do, and try to understand the sort of writing that will be required.

# Analyze the questions

- Focus on what you **do** know about the question, not on what you **don't**.
- Look at the active verbs in the assignment—they tell you what you should be doing.

# Plan your answer

- Jot down the main points you intend to make as you think through your answer.
- Then, you can use your list to help you stick to the topic.
- In an exam situation, it's easy to forget points if you don't write them down.

# Structure Your Essay:

- For any type of essay, always take a minute or two to form a very broad but clear outline.
- List the main topics and points you would like to elaborate on.
- Organization always adds confidence in your writing and is the key to writing a well-written essay answer.

# Structure Your Essay:

- Always state your thesis in the last sentence of your first paragraph.
- Continue to support your thesis throughout the essay by providing examples and description.
- Avoid restating it without support.

# Structure Your Essay:

- When drafting your essay, do not worry about spelling and grammatical mechanics.
- If you have time and use a pencil, you can correct the problems once the information has been written. At that time, revise and proofread.



# Structure Your Essay:

- Avoid repetitiveness in the essay.
- Check that the information that you have applied is understandable, readable, and to the point.
- Be direct and remember that the instructor wants to see that you understand the content.
- The instructor's intention is not to see how many pages you can write in a certain amount of time.

# Structure Your Essay:

- Structure your paragraphs clearly. Use headings, numbering, and other technical formats to emphasize your main points.
- Use examples, facts, and explanations to support your ideas.

# Structure Your Essay:

- If the essay is not very clear, then you might want to see if you can add short sentences and or even a paragraph that elaborates and sums up what you have applied.
- Look for confusing or murky sentences, words, and ideas that can be eliminated.

# Write out your essay, using good writing techniques

- As was said earlier, essay exams are like other essays, so use the same good writing strategies you use for other kinds of writing.
- Keep in mind that your purpose is to persuade your reader—the examiner—that you know the material.



Essay Components

# **CORRECT ESSAY STRUCTURE**

# The Thesis Statement / Introduction Paragraph

- This is the most important part of any well-written essay. Usually limited to one or two sentences, the thesis statement is the main idea, or topic, of your essay.
- An essay without a strong and clearly defined thesis statement is like a ship without a captain. The essay will drift aimlessly without a clear direction.



- The thesis statement is the leader of your essay, because every other word written afterward is there to support it.
- Before you ever begin writing you must come up with a solid thesis statement. It is usually placed early in the text, in the first paragraph.
- This first paragraph is called the introduction paragraph, because it introduces the topic of your essay.

# Supporting Paragraphs:

- Everything written after the thesis statement is there to support it. The ideas you choose to support your thesis statement need to be separated into paragraphs.
- Each paragraph will develop one, and only one, supporting idea or point.
- These ideas need to be supported within the paragraph, not just stated. Back up your ideas with additional information about them.
- Also, be sure to make smooth transitions between each of your supporting paragraphs, don't just jump from one idea to the other.

# First paragraph

- normally, the first paragraph of the essay body contains the strongest argument of the whole work, the brightest illustration to prove the author's point or an example that is rather significant.
- The topic of the paragraph must be mentioned in the topic sentence in one of the first sentences of the paragraph.
- A “transitional hook” for the next paragraph is required

# Second paragraph

- The second paragraph contains correspondingly the second strongest argument of the essay.
- The beginning of the second paragraph must be tied with the end of the first one with a “reverse hook”. The topic sentence is revealed in the beginning of the paragraph.

# Third paragraph

- The third paragraph opens the weakest argument to the reader. The topic sentence is to be related or reflect the thesis statement of the essay.
- The major point of the essay starts to be revealed and through a “transitional hook” continues in the concluding paragraph

# Hooks

- Introductory hook – At the start of the introduction, use a catchy sentence to provoke the reader to keep on reading.
- Transitional hook – A alluring hook should also end the introduction with a promise of better things to come in the next paragraph. The reader must want to know what is next. The transitional hook should always appear on the last sentence of all paragraph succeeding paragraphs.



- Reverse hook – this is ideally placed on the first two sentences of the first paragraph of the body, to relate the discussion to the transitional hook of the introductory paragraph.
- Hooks can be compared to torch lights. They show the reader the way from beginning to end. Without these hooks, reading the article is like reading disjointed snippets of a book.

# Conclusion / Summary Paragraph

- This is the last paragraph in your essay.
- Here you will summarize the main points and ideas and let the reader know the essay has come to an end.

# Conclusion / Summary Paragraph

- Do not repeat your thesis statement word for word, however.
- Restate your thesis in a new manner, with different words.
- If needed, provide an opinion or suggestion about the subject of your writing.

# Essay Types

- The ability to write effectively is one of the critical skills
- Typically this is attained via practice: writing skills develop as the result of assigning students dozens, if not hundreds of essays on different topics, with every essay serving its own purpose.

# The Definition Essay

- The main function of the definition essay is to explain, or to acquaint your reader with something; it can be used to describe, explain or present some information.
- In order to write an expository essay, preparation and background research will be required. This will arm you with facts and information that will be subsequently conveyed to your reader.
- No matter the size, an essay should at all times include an introduction and a conclusion – the body length may vary.

# The Persuasive Essay

- If you have to persuade your reader about something, your essay becomes a persuasive one.
- With this type of writing you will need not only to prove your point, but will also have to persuade your opposition that your viewpoint is logical and well founded, and thus – better.
- In this case, you are no longer merely showing what you know; you are convincing the reader that you are correct in your viewpoint.

\*



# The Argumentative Essay

- The art of argumentation is not an easy skill to acquire.
- Many people might think that if one simply has an opinion, one can argue it effectively, and these folks are always surprised when others don't agree with them because their logic seems so correct.
- Additionally, writers of argumentation often forget that their primary purpose in an argument is to "win" it – to sway the reader to accept their point of view.

# The Cause and Effect Essay

- The cause and effect essay includes some elements of writing that might be considered more professional than those a descriptive or narrative essay might include.
- It is very important, for instance, that your tone be reasonable, and that your presentation be factual and believable.
- Sources are often required in a cause/effect paper, and your choice of these sources is important as they reflect on the validity of your paper.
- Additionally, the first-person point of view does not work; you should sound objective and impartial

# The Comparison and Contrast Essays

- The main purpose and function of compare and contrast essays is obvious – to find similarities and dissimilarities between two or more objects or things.
- This kind of writing requires the writer to be an observer; in most cases it doesn't require scholarly research or any specific referencing.
- Such essays are mostly subjective in nature, and writers are required to come up with differences or similarities they are able to point out and analyze.
- There are different compare and contrast patterns for these essays, yet the overall essay structure remains invariable: there should be an introduction, a few body paragraphs and a conclusion.

# Conclusion

- Essay is a way to talk about important things
- Next meeting – your own essay on ANY topic which is REALLY interesting for you personally
- The practice is the criterion of the True

# Time and place

## 3 weeks – 3 meetings:

- Friday 30 Oct
  - Playing
  - lecture
- Friday 7 Nov ?
  - Playing
  - Students' presentations
- Tuesday 14 Nov ?
  - Playing
  - Students' presentations

## Place:

- Ask Julia

From 16:00  
to 19:00

# Assessment

The whole score for this course is maximum 20 points and includes 2 parts:

+ 8 points for the presentation

(individually or in small groups)

+ 12 points for the written exam results

(open question for 5 pts + case study for 7 pts).



# Presentation (8 points)

- Presentation topics
  - At your choice
- Formal requirements :
  - individually
  - Power Point Presentation .ppt – 2003, Not Vista !
  - 10 minutes
  - 12-15 pages
- Presentation is to be
  - presented to other students 7 & 14 Nov
  - **Delay** reduces **4 points !**
  - Sent to [nnp @ europe.com](mailto:nnp@europe.com) the same day

# Examination (12 points)

## Written exam

- lasts 1 hour 30 minutes (1,5 hour)

## The exam includes:

- An open theoretical question – 5 points
- A case study – 7 points.
- You should ask your manager about the date of the Exam (mid Feb 2016)

# Some common rules

- Time
  - be late ??
- Attention
  - mobile phone are to be switched off
  - you are allowed to use your notebooks, but not to pass time in Facebook, vContacte, ... :-)
- Participation
  - Please, be ready to take part in playing roles
  - You are invited to express your ideas in discussions – our course is intended to your activity, and not just theoretical deepening
- Language
  - English is the native language for no one here, so, please, don't hesitate to ask and let help each other with the unknown words or not comprehensible expressions
  - You are welcome to ask questions

# Thank you!

- Questions?

- Friday, 16:00
- Don't forget to make your presentations
  - Attention! Presentations – in PPT 2003 !!
    - No Vista!