

**КРИТЕРИИ ОЦЕНИВАНИЯ ЭССЕ (максимальная оценка – 100%)**

<b>1. Содержание и структура:</b>	<b>Max 35 %</b>
• Соответствие теме;	5
• Знание фактического материала по рассматриваемой проблеме (примеры, факты);	10
• Наличие структуры (введения, основной части, заключения);	10
• Логичность, последовательность изложения мыслей, использование средств логической связи.	10
<b>2. Качество письменной речи:</b>	<b>Max 30 %</b>
• Соответствие грамматическим, орфографическим, пунктуационным нормам; использование правильной структуры предложений.	10
• Использование разнообразных речевых оборотов и грамматических конструкций, богатый словарь;	10
• Умение выдержать научный стиль речи, корректное употребление научной терминологии.	10
<b>3. Оригинальность интерпретации сформулированной темы эссе:</b>	<b>Max 15 %</b>
• оценка за оригинальность подхода к теме, новизну идей, нестандартные решения проблем и свежий взгляд на обсуждаемую проблему, критическое осмысление.	
<b>4. Использование внешних источников:</b>	<b>Max 10 %</b>
• общая культура цитирования, аргументация с использованием достоверных источников, точное воспроизведение книжных источников, имен собственных, дат, мест событий.	<i>*Работа с уникальностью (Антиплагиат) ниже 70% снимается с проверки.</i>
<b>5. Соблюдение объема:</b>	<b>Max 10 %</b>
• объем работы должен составлять ~ 800 слов	

<b>Шкала оценки</b>	<b>Баллы (по десятибалльной шкале)</b>
<b>100 – 95%</b>	<b>10</b>
<b>89 – 94%</b>	<b>9</b>
<b>88 – 84%</b>	<b>8</b>
<b>83 – 79 %</b>	<b>7</b>
<b>80 – 76%</b>	<b>6</b>
<b>75 – 71%</b>	<b>5</b>
<b>70 – 60%</b>	<b>4</b>
<b>&lt; 60%</b>	<b>3</b>

**Sample Front Page of an Essay:**

*Student's name, surname*

**Tutor:** *teacher's name*

**Course 4, Term 7**

**Group** *number*

*General English*  
*Business Communication*  
*Intercultural Communication in Business*  
*(название аспекта в соответствии с выбранной темой)*  
**Term VII Major Essay**  
*Essay Title*

**Actual Length:** approx.800 words

**Submitted:** *Date*

*Body ...*

*Student's signature*

*(поставить подпись в конце эссе)*

## **How to Write an Essay: Writing Tips**

Essay writing is a fundamental skill that every student needs to master. Whether you are writing for an academic assignment or expressing your thoughts on a specific topic, understanding an essay's structure, outline, tips and format is essential.

There are some points you should bear in mind while writing an essay:

- Use good quality paper of a reasonable size, and preferably with a margin (lined A4 is usually a good size paper to use for handwritten essays).
- Have a first page on which you have the basic information on the essay (see the sample given above).
- Leave a margin of at least 2.5 cm on one side for your tutor's comments.
- View writing your essay as a process with at least 3 stages: pre-writing, writing, editing.
- Use the first minutes to brainstorm and to organize your ideas.
- Compose a thesis that states your controlling idea, the point you want to make about the subject.
- Place your thesis in the first paragraph that introduces your topic.
- Follow your plan as you write the body of your essay.
- Include specific details as you develop each point.
- Mark any problems (grammar, spelling) so that you can reconsider them later.
- Use a variety of transitional devices to make certain your ideas flow smoothly.
- End with a concluding sentence or a brief concluding paragraph.
- Edit for clarity, the problems you marked, and any other trouble spots on your own personal checklist.

## **Understanding the Essay Structure**

Before diving into the writing process, it is crucial to understand the basic structure of an essay. An essay typically consists of three main parts:

### **1. Introduction:**

The introduction should capture the reader's attention, provide background information on the topic, and present a clear thesis statement or argument that will be explored throughout the essay. This part may include:

- hook or attention-grabbing opening sentence.
- background information on the topic.
- thesis statement or main argument.

### **2. Body:**

The body paragraphs develop and support the main argument of the essay. Each section should focus on a single point or idea, provide evidence or examples to support it, and include a transition to connect smoothly with the next paragraph. This part may include:

- topic sentence for each paragraph that introduces the main point.
- supporting evidence, examples, or data.
- analysis and explanation of the evidence.
- smooth transitions between paragraphs.

### **3. Conclusion:**

The conclusion summarizes the main points discussed in the essay, restates the thesis statement, and offers a final thought or a call to action. It should leave a lasting impression on the reader. This part may include:

- restatement of the thesis statement.
- summary of the main points.
- final thought, recommendation or call to action.

### **Creating Coherence**

A paragraph is coherent if all of its sentences are connected logically so that they are easy to follow. You can create connections in and between sentences and between paragraphs by 1) using transitions and 2) referring to words and ideas you have mentioned earlier.

Transitions, also called connectives, are words, phrases, and even sentences that make a clear connection between one idea and another, between one sentence and another, or between one paragraph and another. They help the reader to follow your argument and make you write smoothly.

Addition: and, both...and, not only...but also

Contrast: but, yet

Cause, effect: for, so

Alternation: or, either...or, nor, neither...nor

Addition: also, besides, furthermore, in addition, moreover, likewise, first, second, third, similarly, again

Contrast: however, still, all the same, on the other hand, on the contrary, nevertheless, instead, otherwise

Cause, effect, purpose: therefore, as a consequence, consequently, accordingly, hence, for this purpose, as a result, thus

Condition: as long as, as soon as, in case, in order to, when, provided that, unless

Time: later, after, afterwards, meanwhile, finally, before, then, during, at the present time, eventually, as soon as, all of a sudden, since

Space: here, opposite to, next to, there, to the left/right, nearby, in the middle

Support: for example/instance, such as, in fact, in general

Summary: as shown above, to sum up, in other words, in short, in brief, in conclusion, in summary

### **Writing Strategies**

Use *narration* if you want to recall an event or explain how a process works. Use *description* when you need to explain the nature of people, places, and things.

A narrative is a story. It arranges pieces of information in chronological order, as they occurred in time: one event in a story or one step in a process follows another just as it happened. Narratives contain action verbs, which move the story or process along. They also use transitions such as first, then, soon, after, and suddenly, which maintain coherence and show movement from one event to the next.

If you want to discuss the nature or character of a person, place, or thing, you can start with physical description. Rely on your five senses to gather details about what your subject looks, sounds, feels, smells, or even tastes like. Unlike narration, which presents information from beginning to end, description can be arranged in any paragraph pattern you think best; it presents things as they appear in space. But each writer chooses his or her own perspective – the position from which to view the subject. And each decides where to begin and where to end.

Narration and description can also be used to explain an idea or statement, to convince readers that an opinion is correct, or to persuade them to do something. But

such purposes also lend themselves to other methods of development. The method of development you choose determines the kind of details you will use in a paragraph. Depending on your purpose – on what you want to accomplish – you can choose one or more of the following methods to develop your paragraph’s central idea.

### **Additional ways to explain, convince, and persuade**

Illustration:	Offers examples
Comparison or contrast:	Explains similarities or differences
Definition:	Explains what a term means
Classification:	Distinguishes among types or classes
Cause and effect:	Explains why something happens
Conclusion and support:	Presents facts or statistics to clarify an idea or support an opinion or assumption

*\*Follow the link to find more useful recommendations on essay writing:*

[https://www.elib.bsu.by/bitstream/123456789/3278/1/dubinko\\_2004\\_Essay\\_writing.pdf](https://www.elib.bsu.by/bitstream/123456789/3278/1/dubinko_2004_Essay_writing.pdf)