**Essay Technique - PEEing throughout the Paper**

In this part of our guide to essay technique, I’ll suggest an acronym (PEE) which students may find effective in helping them build a well-constructed and argued essay.

An effective essay builds an argument based around a series of coherent and linked paragraphs.  But what should go into a good paragraph?  How long should an effective paragraph be?  That’s where the acronym PEE comes in handy.

PEE stands for:

**P** = PARAGRAPH MAKES A POINT

**E** = EXPLANATION, EVIDENCE AND EXAMPLES

**E** = EVALUATION

Lets develop this a little further.

**PARAGRAPH MAKES A POINT**

Well written paragraphs that **focus only on the essay question set** are the foundation of a good essay.  The golden rule for an effective paragraph is that it should seek to **make one relevant point, to an appropriate depth**.  And what do effective points make?  Prizes!

Remember that.  **A paragraph should not contain two or more main points**.  If you find yourself tempted to move onto another point mid-way through a paragraph you should resist.  First, ask yourself whether you have achieved the **right depth** on your original point.  If you haven’t - then develop that point further (**finish the PEE**).  If you have, then leave three lines of space on the paper and then move onto the next point.

Why leave three lines of space between paragraphs?  Here’s why

1. It provides enough space to add further explanation or evaluation to the point, if needed and if time permits towards the end of the exam
2. It gives a clear signal to the examiner that you have moved onto the next major point (paragraph)
3. It is easier for an examiner to read an exam script if there is a little white space between paragraphs.

**EXPLANATION, EVIDENCE AND EXAMPLES**

The meat of your paragraph is the opportunity to demonstrate your knowledge and understanding of the business topic in the question.  It is the chance to move onto strong application and analysis with some well written and logical sentences.

- A sentence that explains the importance of the topic or which reveals the issues raised is a great way to lead into further sentences where you can demonstrate your business research, evidence of wider reading or understanding of how business works in real-life (application). Ideally, every paragraph you write in business essays should include some element of your own research - it builds credibility with the examiner.

- A suitably brief explanation linking the point or issue to relevant business studies theory or model (keep it short) shows how you can apply theory to real-world business contexts.  Don’t go overboard here - you mustn’t repeat great chunks of your notes or textbook.  Use theories and models to help frame the discussion.

- Use your sentences in the middle of the paragraph to illustrate, where relevant, the processes of cause and effect. This demonstrates really good analysis. But remember to keep thinking about, and referring back to the essay question.  Every word you write should be about answering the question.

**EVALUATION**

- Evaluation is the holy grail of business studies exams.  But don’t leave it until the last or concluding paragraph before you try to evaluate.  Try to add some evaluation to each of your paragraphs.

- How important is the point or the side of the argument that you have made?  What does it depend on? Do the preceding paragraphs help build the strength of the argument?  To what extent is the argument based on facts (e.g. relevant data) or opinion / unreliable data.