

Adapted from Norloff and Moore (2018)

During developing and organising your ideas, having a clear **audience** and **purpose** in mind is vital. This happens as soon as you begin to draft your papers. You want to be able to support your ideas fully and appropriately so that it is accessible to your readers.

Consider your purpose:

Purpose: Persuade your reader of a position

- Develop strong arguments in favour of your position and address your counterargument

Purpose: Explain the issues of a topic

- Use facts and opinions that present a more neutral and balanced view of the topic.

Purpose: Analyse one particular phenomenon

- Examine, interpret and explain reasons behind the phenomenon

Steps to organising your ideas:

1. Begin by reviewing your **thesis statement**, which states your topic and your focus.

It guides not just your readers of your intention, it can help steer you in organising ideas that fit your purpose and point of view.

2. Use your **outline** from the planning stage, key words your listed, and the ideas you generated.

You will develop each main idea in one paragraph (more paragraphs if needed) that relates to your thesis statement. Each of your points should be elaborate in its own paragraph with adequate support to make that point convincing.

3. Arrange your ideas based on your **purpose**.

You can organise your ideas with the following patterns

- Chronological- order of events, first to last
- Spatial- far to near, bottom to top
- Logical progression – most important → least important
- General to specific
- Block
- Point-by-point

} For compare/contrast essay, see Fig. 1

Block	Point-by-Point
I. Introduction Thesis: II. Body A. Reasons to stay a private company 1. Supporting detail 2. Supporting detail 3. Supporting detail B. Reasons to become a public company 1. Supporting detail 2. Supporting detail 3. Supporting detail III. Conclusion	I. Introduction Thesis: II. Body (stay private vs go public) A. Organization 1. Supporting detail 2. Supporting detail 3. Supporting detail B. Stakeholders 1. Supporting detail 2. Supporting detail 3. Supporting detail C. Strategies and goals 1. Supporting detail 2. Supporting detail 3. Supporting detail III. Conclusion

Figure 1

Developing your ideas

Overgeneralised statements do little to persuade the reader. Main idea statement (**topic sentence**) should be general yet precise, and **support** should be specific, detailed, relevant and as complete as possible.

As you develop your ideas, take each main idea and consider how to best support it. As show in Figure 2, you can:

- Define a concept for your reader to understand
- Explain the idea or its importance to your thesis
- Give an example to help your reader see its value

- State facts and include data to support ideas
- Compare one idea to another idea
- Offer reasons
- Suggest causes or effects
- Discuss advantages or disadvantages
- Provide evidence backed by a source.

In analyzing the decision of a private company to go public, it is beneficial to understand how the organization and structure of each type of company affects how it is run.

First, private companies are most often run by an owner, whereas a public company is typically controlled by a board of directors. Private companies can have investors, people who give money to the business, but unlike a large group of shareholders who own stock in the company, they may have closer ties to the business and be far more involved in the day-to-day business. This gives both the owner(s) and investors of private companies greater control over the operation of their business. In going public, a private business must answer to a much larger group of shareholders and must submit to stricter government regulations in reporting on its business activities. Therefore, in making this major decision to become a public company, a private business must determine if it is willing to give up this control.

topic

focus

supporting ideas

comparison

explanation

definition

fact

Figure 2

Reference:

Norloff, C., & Moore, R. (2018). *University success writing*. Hoboken, NJ: Pearson Education,

Inc.