

Types of Academic Essay

1. Expository essay

- Involves investigating an idea, evaluating evidence, expounding on the idea, and setting forth an argument concerning that idea in a clear and concise manner.
- This can be accomplished through **comparison and contrast, exemplification, the analysis of cause and effect** etc.
- Commonly assigned as a tool for classroom evaluation

2. Descriptive essay

- Requires describing something – object, person, place, experience, emotion, situation etc.

3. Narrative essay

- Often anecdotal, experiential and personal
- Allows creative expression, often in moving ways

4. Argumentative essay

- Involves the investigation of a topic; collecting, generating and evaluating evidence; and establishing a position on the topic in a clear, concise manner
- Differs from the expository essay in the amount of pre-writing and research involved
- Commonly assigned as a final project
- Calls for extensive research of literature or previously published material
- May also require empirical research where data is collected through interviews, surveys, observations or experiments

Question

Here are extracts of essays. Identify the type of essay.

- A Mark Zuckerberg, one of the five co-founders of Facebook, knew exactly what he was doing when he propelled himself into the computer programming business. As a young entrepreneur, Zuckerberg learned that in order to be successful, you must have three key attributes; ambition, creativity, and risk-tolerance.
- B The major distinction between financial and operational auditing is in the purpose of the tests. Financial auditing emphasises whether historical information was correctly recorded. Operational auditing, however, emphasises effectiveness and efficiency. The financial audit is oriented to the past, whereas the operational audit concerns operating performance for the future. An operational auditor, for example, evaluates whether a type of new material is being purchased at the lowest cost to save money on future raw material purchases.
- C Jack had a disastrous week. His personal world seemed to be breaking into scraps—the last thing he wanted to do was to wake up early and go to work. But that was exactly what Jack had

to do. Drowsy and having no enthusiasm about working on a Wednesday, he left his claustrophobic apartment, and wormed his way into a crowded, sultry bus, dozing off while leaning against a sweaty handrail. In his dream, he was lying on a river shore, unemployed, but free.

D Another cause for inflation is the rising cost. Those who support the cost-push theory usually argue that the main cause of rising prices is an increase in labour costs. When wages rise, rather than the productivity, labour costs will increase and so will the prices.

E In conclusion, whilst it is not essential to adopt retrenchment in every circumstance, it is likely to be the best option for many businesses that need to change from failure to success. Successful retrenchment forces a business to refocus on what it does best and how to compete effectively in order to succeed. Nevertheless, there is no guarantee that retrenchment will turn failure into success. Much depends on the its speed and extent and whether it results in relevant organisational change. The wrong retrenchment can leave a business weaker and more vulnerable to strong competition, despite the high cost involved. However, retrenchment is particularly needed when a business finds itself at a significant competitive disadvantage, either in terms of its cost structure, product competitiveness and/or its strategic focus. Retrenchment is key to fixing those first before a business can recover.

F There are two primary reasons why people act unethically; the person's ethical standards are different from those of society as a whole, or the person chooses to act selfishly. In many instances, both reasons exist.