



SIGNPOSTING WITHIN AN ESSAY

Essay title: Explain and analyse one obstacle to implementing “Fair trade” for Southern producers?

EXAMPLE

Whilst the literature identifies a multitude of interrelated challenges (see Hira and Ferrie, 2006; Tallontire, 2002), this essay will consider one obstacle to implementing Fair Trade for Southern producers; that is, the financial costs associated with becoming a certified Fairtrade producer.

In light of this obstacle, this essay will then critically analyse the Fair Trade movement so to make a judgement as to whether overcoming the obstacles associated with implementing Fair Trade can be justified to Southern producers. It will comment specifically on the internal pressures faced by the movement as it grows – especially in relation to mainstreaming....

In light of this discussion of the financial costs associated with becoming a certified Fairtrade producer, this essay will now critically analyse the movement in order to comment on the effectiveness of the movement and thus whether the obstacles mentioned previously can be justified to Southern producers. As stated previously this essay will focus on one issue with the Fair Trade movement....

This essay set out to discuss the obstacles to implementing Fair Trade for Southern producers. By presenting an analysis of the financial costs associated with becoming a Fairtrade producer and then outlining one critique of the movement this essay has highlighted the complexities associated with implementing Fair Trade....

EXAMPLE BROKEN DOWN WITH COMMENTS ON PAGE 2

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Extract taken from a model essay





BROKEN DOWN EXAMPLE

COMMENTS

Whilst the literature identifies a multitude of interrelated challenges (see Hira and Ferrie, 2006; Tallontire, 2002), this essay will consider one obstacle to implementing Fair Trade for Southern producers; that is, the financial costs associated with becoming a certified Fairtrade producer.

State your argument as early as possible so your readers are clear where the essay is going.

In light of this obstacle, this essay will then critically analyse the Fair Trade movement so to make a judgement as to whether overcoming the obstacles associated with implementing Fair Trade can be justified to Southern producers. It will comment specifically on the internal pressures faced by the movement as it grows – especially in relation to mainstreaming....

Linking sentences help to remind the reader of the direction the essay is going in and focus the argument.

In light of this discussion of the financial costs associated with becoming a certified Fairtrade producer, this essay will now critically analyse the movement in order to comment on the effectiveness of the movement and thus whether the obstacles mentioned previously can be justified to Southern producers. As stated previously this essay will focus on one issue with the Fair Trade movement....

Again, linking sentences summarise what has been said so far.

Referring back to the question reminds the reader of your argument.

This essay set out to discuss the obstacles to implementing Fair Trade for Southern producers. By presenting an analysis of the financial costs associated with becoming a Fairtrade producer and then outlining one critique of the movement this essay has highlighted the complexities associated with implementing Fair Trade....

Again, linking back to the question is a good way to break between the main argument and the conclusion.

