

Investigation writing frame

Introduction [first paragraph]

This section needs to introduce your investigation and connect it with a specific area of personal communication such as NVC, Self-esteem or Language. It may well contain a key quotation from a theorist that underpins the research and observations you have carried out in order to test your hypothesis. You should include your hypothesis along with your intent to evaluate its merits and relate it to current research in the field of Communication Studies by including the surnames and topics of relevant theorists. You will briefly refer to your observation and expectations. The examiner will be looking for a formal tone, named theorists and the appropriate use of technical language for students wishing to secure a Level 4 (B) or Level 5 (A). Your introduction should open up a pathway for the rest of the investigation to follow. In essence, this means you introduce the topic in the introduction and then you explore it in detail in the main body of the essay.

Main Body [paragraph two onwards]

The body of the investigation is formulated by the discussion of the findings of both the primary and secondary research undertaken by you. Primary research is the observations and tests you have carried out. Secondary research is the reading of theorists' work and this is incorporated in your investigation by referring to studies and research in related areas. *Bennett, Beck & Wall, the authors of your AS Communication Studies textbook, are not to be referred to as theorists.* You **do not** need to explain your methodology. You **do** need to summarise your findings and explain your argument. As this is supposed to be a succinct and efficient piece of writing, you should make sure that everything you include is directly relevant to your hypothesis. Hopefully, the highlights of your observations (your *primary research*) will be integrated (blended in with) the reading of other theories to produce an engaging argument.

Conclusion [final paragraph]

When you write an investigation, you are expected to write a conclusive paragraph that draws together the points you have made and continues to be specific and relevant to your hypothesis. You need to decide whether or not your testable statement agrees or disagrees with the theories in your introduction. It is important that you are critical of your own findings. You will be rewarded for being able to indicate and perhaps explain why some of your findings (results or observations) were unexpected. The very best investigations will briefly suggest directions in which your investigation could / should be furthered to clarify aspects of Communication Studies that appear not to have been researched to date.

Format + other tips

- Essay style
- Word limit: between 500 and 1000 words (and more and you will risk being penalised by the examiner for an inability to write concisely)
- Main body paragraphs must contain evidence/examples/quotations to support your arguments.
- Write in the third person (avoid using 'I'); this makes your writing appear more professional and scientific. Some people find this hard but it does give your investigation a more polished, objective style.
- Use the PEEL system (point-example-explanation-link back to hypothesis) to construct high quality paragraphs in the 'main body' of your essay.
- Use correct spelling, punctuation and grammar: what you write should make complete sense and be accurate.