***Introductions – Essay on CSR***

* What is the purpose of the introduction to an essay?
* What elements would you expect to find in an introduction?
* How many paragraphs are in an introduction to a discussion essay?
* Are sub-headings used in a discussion essay?
* What is the most important sentence in an introduction? Why?

***Introduction***

* ***Background***
* In recent years there has been an increasing awareness among the public of the conduct of large global companies in relation to social and environmental issues…
* Indeed, corporate social responsibility (CSR) has become a key strategy undertaken by companies to…
* Friedman (1970) argued that such aims should not be…
* ***Specific focus***
* Interestingly supermarkets may seek to promote an image of social responsibility…
* Of note, many supermarkets attempt to portray a socially responsible image…
* ***Thesis statement***
* This essay explores the concept of CSR in relation to .../using x as a case study... In particular, a case study of one supermarket will be examined to give insight into..
* The purpose of this essay is to analyse the issue of CSR in relation to a case study. The scope of this discussion will be limited to …the UK context...
* The objective of this essay is to present evidence in support of the thesis that ...
  + CSR forms a vital element of strategy for a global company such as a supermarket…
  + CSR represents a loss of resources to a company such as …
* ***Signposting (structure of essay)*** *This section is short/optional*
* In the first part, the challenges of ... are outlined/ discussed/ reviewed/ addressed..
* Then, the features of CSR will be examined and analysed….
* In the third section, the significance of KPIs is emphasised…
* Finally a conclusion will be presented, proposing that CSR is a worthwhile consideration/ a waste of company resources/a mask which…