

## Creative Media Production

### Structure for Writing Analytical Essays and Reports

#### **Header**

Within the header include:

- *The full unit name and number*
  - o *e.g. Unit 6: Critical Approaches to Creative Digital Media Products*
- *The full title of the essay or report:*
  - o *e.g. The Relationship Between Media Producers and Their Audiences*

#### **Title**

Name your written piece with the title given in your assignment brief or logbook:

- *e.g. The Relationship Between Media Producers and Their Audiences*

#### **Introduction**

Open your written piece by introducing:

- *The subject you are analysing, discussing or reporting on*
- *A definition of the subject you are analysing, discussing or reporting on*
- *The topics within the main body will be analysing, discussing or reporting on*

#### **Main Body**

Within the main body you will analyse, deconstruct and comprehensively explain with elucidated examples the specified subject of your written piece. Use subheadings for each topic to add structure to your submission.

#### **Conclusion**

Within your conclusion you should summarise the key findings or points of your written piece incorporating your personal views on the subject and can include questions for further discussion

#### **Reference List**

In order to prevent plagiarism, you must reference any source of information you use in your essay or research including: *websites, videos, books, magazines and journals*. Your reference list must follow the Harvard Referencing System.

#### **Footer**

Within the footer include:

- *Your full name*
- *The full name of the course and your pathway in brackets*
- *Page numbers*