



Course: English Language.

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Grade: M1 Finance and International Commerce

2nd Course: Introduction to the Process of Writing Paragraph - the Form

1/ What is a Paragraph?

A paragraph

- is a group of sentences that all relate to a single central topic or an essential unit of thought, developing one main point.
- includes many different kinds of information and serve different purposes:
 - describing people or places.
 - explaining how to do or to make something
 - narrating a series of events.
 - comparing or contrasting two things
 - describing causes and effects

2/ Form of a Paragraph (General Rules)

Mainly, there are four rules to write a basic English paragraph

Rule 01: Indentation

What does 'indentation' mean?

- **Indentation** means to leave a little space at the very first line of the paragraph.

* You do not leave space at any other line within the paragraph, except for the first line. So, it is very important that you only **indent** the first line of your paragraph.

Rule 02: Use a capital letter at the beginning of every new sentence

After indenting your paragraph, the next thing you have to do is to capitalise the initial letter of every new sentence.

Rule 03: Use a period/ full stop at the end of every sentence

Here, you are going to use a period at the end of each sentence. So that, the person who is reading your paragraph will know when to stop and take a break and breath because you need to break up your ideas. Hence, one sentence has one thought and a period at its end.

Rule 04: Do not use point form

- The two basic things about a paragraph are the **form** and the **content**.

- The correct form of a paragraph is based on the use of **indentation**, therefore, avoid to write your paragraph in the form of points. The point form means to list sentences. This is to put each new sentence, separately, in a new line.

3/ Example:

So, let me provide you with a paragraph example to illustrate what I mean.

Marketing means the movement of goods and services from manufacturer to customer to fulfil aims of the company and requirements of the customer. It is divided into four main elements. The first element is “Product”. It refers to the good and service that the company wants to sell. Further, this often involves developing a new product, researching of a market, testing its quality and then introducing it to the market. The second element is “Price”. Notably, the company may take: above, with, or below the prices that its competitors are charging. Next, the third element is “Placement”. It involves getting the product to the customer. Accordingly, this takes place through the channel of distribution from manufacturer to wholesaler then to retailer to reach customer. Finally, “Promotion” represents the last element of marketing. It includes the communication about the product between the buyer and the seller. Promotion occurs through personal selling, as in a department store. Also, it occurs through advertising, as in newspaper and magazine. In short, product, price, placement and promotion work together to develop a successful marketing operation that satisfies customer and achieves the company’s objectives.

