

How to introduce and develop ideas clearly and effectively

Here's a comprehensive guide for Finnish senior high school students on **how to introduce and develop ideas clearly and effectively** in an English composition. This version includes **practical strategies, concrete devices, and examples**, specifically tailored to match the national exam expectations for clarity, cohesion, and originality.




1. BEFORE WRITING: GATHER YOUR THOUGHTS

a. Understand the prompt

- Circle the **key words** in the topic (e.g. “the role of AI in society”).
- Ask yourself: *What kind of roles does AI have? Helpful? Harmful? What do I think?*

b. Brainstorm ideas

- Write down **3–5 keywords** related to the topic.
- Use the “**triangle trick**”:
 **Start general** → Then explain → → → Finish with a clear point.

Example:

Technology is changing the way we live. → One major example is artificial intelligence, or AI. → Its influence can be both positive and dangerous.

c. Choose 2–3 main arguments

- Don't try to say everything. Choose what you can explain in 1–2 sentences.

Example:

1. AI helps in medicine and daily life.
2. But it can also cause job loss and ethical concerns.



2. HOW TO START: STRONG OPENINGS

Use a hook + a clear topic sentence.

- Avoid clichés like “Nowadays...” or “I think...”
- Try these starter techniques:

◆ A striking fact or idea

Robots don't sleep. They don't get tired. And they're already doing your job.

◆ A general truth or trend

We live in a world where machines can learn faster than humans.

◆ A short rhetorical question

Would you trust a robot to make life-and-death decisions?

Then follow up with a clear statement of your main idea:

Artificial intelligence is becoming a powerful part of society, but its role is both helpful and worrying.

🔍 3. STRUCTURING THE MIDDLE: DEVELOP IDEAS

Use the "**PEE**" method:

Point → **E**xample → **E**xplanation

Example paragraph:

AI can save lives in hospitals. → *For example, some systems help doctors detect cancer earlier than humans can.* → *This shows how machines can improve health when used correctly.*

Use **signposting words** for flow:

- Firstly / Secondly / Finally
- However / On the other hand / Although
- For instance / For example
- As a result / Therefore / That's why



4. MAINTAIN COHESION: LINK IDEAS SMOOTHLY

Use **connective phrases** to show logic:

- *One important reason is...*
- *This leads to...*
- *Another side of the issue is...*

Avoid repeating the same words — use **synonyms or pronouns**:

- “AI” → “this technology” → “these systems” → “machines like these”

Keep **sentence lengths varied**:

- Combine short and medium-length sentences.
- Avoid long, confusing structures.



5. HOW TO END: POWERFUL CLOSINGS

Sum up + leave a thought. Try one of these:

◆ Summary + warning

AI has many benefits, but society must stay in control — before machines make the choices for us.

◆ Summary + call to action

This technology can help us, but we must use it wisely.

◆ Summary + open question

The future of AI is in our hands — but are we ready?



6. WHAT MAKES A MEMORABLE ESSAY?

- ✓ Clear **structure** (Beginning – Middle – End)
 - ✓ 2–3 well-developed **points**, not a list
 - ✓ **Logical flow** with linking words
 - ✓ **Precise vocabulary** (no need for long or rare words!)
 - ✓ Some personal **voice** or original phrasing
 - ✓ **Simple but elegant** sentences
 - ✓ A **strong final sentence** that wraps it up
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QUICK DEVICES TO INTRODUCE IDEAS

Device	Example
General statement	<i>AI is everywhere — from homes to hospitals.</i>
Contrast	<i>While some fear AI, others see it as progress.</i>
Rhetorical question	<i>Can we really control what we create?</i>
Surprising fact	<i>Some AI systems now write music and news articles.</i>
Personal angle (if allowed)	<i>I use AI every day without noticing — like when my phone suggests the next word.</i>



More devices to Introduce Ideas (with Examples)

1. General Observation or Truth

Start with a broad statement that sets the scene.

- *Technology never stops evolving.*
- *Change is the only constant in today's world.*
- *Humanity has always tried to make life easier — now machines are doing it for us.*

2. Contrast or Opposition

Signal that a new, possibly opposite, point is coming.

- *But not everyone agrees.*
- *On the other hand, some worry about the risks.*
- *Although this seems positive, the truth is more complex.*

3. Surprising or Ironic Twist

Create interest by showing contradiction or surprise.

- *Ironically, the more we rely on AI, the less we understand how it works.*
- *Surprisingly, machines can now make more ethical decisions than some humans.*

4. Analogy or Metaphor

Compare the topic to something familiar to spark imagination.

- *AI is like fire: useful, powerful, but dangerous if uncontrolled.*
 - *Think of AI as a new kind of brain — one that never sleeps.*
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5. Rhetorical Question

Engage the reader with a question — then answer it.

- *Are we ready for a future run by algorithms?*
 - *What happens when machines become smarter than their creators?*
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6. Personal Experience or Everyday Example

Introduce the idea through something relatable (if tone allows).

- *Every time I unlock my phone with my face, I'm using AI.*
 - *From music recommendations to spam filters, AI is already part of our daily routine.*
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7. Mini Anecdote or Scenario

A quick fictional or real-life example to set the tone.

- *Imagine a robot choosing your university course. Sounds crazy? Not anymore.*
 - *A doctor once missed a diagnosis — the AI didn't.*
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8. Statistics or Facts (keep it general or approximate in exams)

Lend credibility with a believable data point.

- *Some studies suggest that 30% of jobs could be automated by 2030.*
 - *Experts warn that ethical guidelines are still far behind AI development.*
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9. "In the Past vs. Now" Setup

Contrast how things used to be with how they are now.

- *In the past, machines followed instructions. Now they can teach themselves.*
 - *Twenty years ago, AI was science fiction. Today, it's science fact.*
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10. Quote or Paraphrased Wisdom (*No need to remember names – just the idea*)

- *As someone once said, "With great power comes great responsibility." This applies perfectly to AI.*
 - *Many thinkers have warned us that technology without ethics is dangerous.*
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Tip for Students

- Combine a rhetorical question with a surprising fact.
- Pair a general truth with a personal touch.
- Start serious, then twist it into irony.

This keeps writing fresh, **readable**, and **examiner-friendly** — especially within 1300 characters.
