



## WRITING AN ADVANTAGE ESSAY

Writing an advantage essay involves presenting the benefits or positive aspects of a particular topic, idea, concept, or argument. This type of essay aims to convince the reader of the advantages or worthiness of the subject being discussed.

An advantage essay is a type of persuasive or argumentative essay that focuses on highlighting and elaborating on the positive aspects, benefits, or advantages of a specific topic, idea, concept, or argument. It aims to persuade the reader to see the subject in a favourable light by presenting well-researched evidence and logical reasoning.

### STEPS OF WRITING AN ADVANTAGE ESSAY

#### STEP 1. PREWRITING

It is an important step in the writing process. Here you choose what to write about and you begin to think of and jot down ideas. For an academic advantage essay, the prewriting step involves planning the key points you want to make and the supporting evidence or examples you'll use.

#### STEP 2. WRITING THE FIRST DRAFT

**THE INTRODUCTION:** The introductory paragraph in an advantage essay contains three parts:

INTRODUCTORY PARAGRAPH
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- |  |
|--|
| <ul style="list-style-type: none"><li>• Opening Strategy</li><li>• Background Information</li><li>• Thesis Statement</li></ul> |
|--|

**a. An opening strategy** that attracts the interest of the reader. Many writers begin with an interesting or surprising fact.

**b. Background Information** is about the topic of the advantage essay to help the reader understand and become interested in the topic. Before you begin, ask yourself, 'what does the reader need to know about the topic? What information do I need to provide? Do not give too many details. Because you will develop or explain your topic with more detailed information in the body of the essay.

**c. A Thesis Statement** As you learned (academic essay), a thesis statement presents the controlling (main) idea of the entire essay. It responds directly to the assignment and presents an idea that will be developed in the essay.

It is important to develop a clear and concise thesis statement that summarizes the main advantages you will be discussing in your essay. This statement should be placed in your introduction to the end of the paragraph.

A successful thesis statement:

- presents the controlling idea of the entire essay
- responds to the assignment
- contains an idea that the writer will develop (explain) and support



EXAMPLE:

**Assignment:** Discuss the advantages of using handmade products over mass-produced ones.

**Thesis Statement:** Handmade products are better than mass-produced ones because they are made with care, can be customized, and are more environmentally friendly.

**Introductory Paragraph**

**Read the following introductory paragraph and pay attention to:**

- opening strategy,
- background information, and
- thesis statement.

When it comes to choosing between handmade and mass-produced products, it's important to know that handmade things have unique advantages. Handmade products are created with great care and attention. These items are customized for your specific preferences and needs. Many people appreciate the story behind handmade items as they carry the personal experiences of the creators. Handmade products are better than mass-produced ones because they are made with care, can be customized, and are more environmentally friendly.

**THE BODY**

The body of an advantage essay consists of two or more paragraphs in which you present and develop ideas to support your thesis statement. It is important to develop or explain your ideas clearly and to support them with specific details, such as facts and examples, to convince the reader to share your opinion.

Each paragraph should focus on one specific advantage or benefit.

**THE BODY**

- Topic Sentences
  - *Controlling Ideas*
  - *Transitions between Ideas*
- Development and Support
  - *Examples*
  - *Facts*
  - *Explanations*

**Writing Topic Sentences**

Each body paragraph usually begins with a topic sentence. These sentences often rephrase and build on some information from the thesis statement. In an advantage essay, each topic sentence can present a specific advantage why the writer holds on a particular view or belief. Then the rest of the body paragraph develops and supports that advantage with details, such as facts, examples, and explanations. To introduce an advantage or controlling idea, you can use transition words. For example, you might use the listing-order transitions, such as *first(of all)*, *second (of all)*, *in addition* or *finally*.



EXAMPLE:

**Thesis Statement:** Handmade products are better than mass-produced ones because they are made with care, can be customized, and are more environmentally friendly.

**Topic Sentence 1:** First of all, one key advantage of handmade products is the thorough care and attention that goes into crafting each item.

**Topic Sentence 2:** Second of all, another major benefit of handmade products is the opportunity for personalization, which makes each item unique.

**Topic Sentence 3:** In addition, choosing handmade items often matches an eco-friendly lifestyle since they usually have a smaller impact on the environment than mass-produced ones.

You can also use transition words that show the order of importance of your advantages or ideas, for example, your topic sentences might include words such as *main, key, primary, another advantage, also important, or equal importance.*

### Developing a Body Paragraph

As you learned (academic essay), the topic sentence of each body paragraph must be developed and supported with facts, explanations, and examples.

EXAMPLE:

**Fact:** Artisans who create handmade goods invest significant time and effort into each piece.

**Explanation:** When artisans create handmade products, they typically take great pride in their work, paying close attention to every step of the crafting process. This level of dedication ensures that the final product meets high-quality standards and often possesses a unique, personalized touch that sets it apart from factory-made alternatives.

**Example 1:** Hand-knitted sweaters and clothing items are made with attention to detail in every stitch, ensuring a perfect fit.

**Example 2:** Artisanal chocolates are often handmade with a focus on using high-quality ingredients and resulting in a superior flavour and texture compared to mass-produced chocolates.

### THE CONCLUSION

An advantage essay ends with a concluding paragraph that returns to the thesis statement. In the concluding paragraph of an advantage essay, writers return to the idea in the thesis statement in order to leave the reader with a strong impression and clear idea about the topic.

#### Conclusion

- Restated thesis
- summarized the main advantages or benefits presented in topic sentences.
- leaving the reader with a final thought or call for a new action

Here are the strategies you might want to use to end your advantage essay:



- restate the thesis statement
- summarize the main advantages or benefits you presented in topic sentences.
- leave the reader with a final thought or call for a new action.

Remember to use persuasive language, provide compelling evidence, and maintain a logical flow throughout your essay to effectively convince your reader of the advantages you're presenting.

### STEP 3. REVISING AND EDITING

Revising and editing work is an essential part of writing process. This is your opportunity to be sure that your essay has all the important pieces and that it is clear.

#### Revising and Editing Checklist:

Did you ...

- express the controlling idea of the whole essay in your thesis statement?
- give enough essential background in your introduction?
- make the purpose of your essay clear?
- present a main point of advantage in each body paragraph?
- give enough supporting facts, explanations, and examples?
- restate the controlling idea of the essay in your conclusion?
- use an effective concluding strategy?
- connect the parts of your essay with transition words?
- use correct verb forms, punctuation, and spelling?
- use collocations and other words correctly?
- give your essay a good title?

### STEP 4. PREPARING THE FINAL DRAFT

After receiving feedback from the teacher, you prepare a clean copy of the final draft of your essay and hand it in to your teacher.

#### USEFUL WORDS AND PHRASES TO BE USED

Here are some useful words and phrases that you can use in an advantage essay to effectively present your ideas:

##### **Introduction:**

In today's society, there are advantages to...

This essay will discuss the benefits of...

It is important to consider the positive aspects of...

##### **The Body:**

One major advantage is...

Another benefit is...

One positive outcome of this is...

It is advantageous because...

This offers numerous benefits, such as...

##### **Conclusion:**

In conclusion, ...



Considering the overall picture, the disadvantages cannot be ignored.

All in all, ...

As a result, ...

Remember to use these words and phrases strategically to ensure a coherent and well-structured advantage and disadvantage essay.

### **SAMPLE ADVANTAGE ESSAY**

**You have read parts of this academic essay already. Now read the entire essay to see how the parts fit together.**

#### **Handmade or Mass-produced**

When it comes to choosing between handmade and mass-produced products, it's important to know that handmade things have unique advantages. Handmade products are created with great care and attention. These items are customized for your specific preferences and needs. Many people appreciate the story behind handmade items as they carry the personal experiences of the creators. Handmade products are better than mass-produced ones because they are made with care, can be customized, and are more environmentally friendly.

First of all, one key advantage of handmade products is the care and attention that goes into crafting each item. Handmade products are special because craftsmen pay much attention to every little detail. For example, if you buy a handmade leather wallet, you'll notice that the stitches are done with great care. Unlike mass-produced items, handmade items are made with much care. This usually results in products that are better in quality. Additionally, handmade items are not just functional, they're also beautiful.

Second of all, another major benefit of handmade products is the opportunity for personalization, which makes each item unique. This customization can be seen in various aspects of handmade goods. For instance, when you order a handmade cake for a special occasion, you can specify not only the flavours but also the design and decorations. This means you can have a cake that not only tastes delicious but also perfectly matches the theme of your event.

In addition, choosing handmade items often matches an eco-friendly lifestyle since they usually have a smaller impact on the environment. When you buy handmade products, you're not only choosing unique and carefully crafted items, but you're also making an environmentally conscious decision. Handmade goods often have a smaller impact on the environment. The production of handmade items involves less energy usage, as artisans work in smaller workshops with energy-efficient equipment.

In conclusion, choosing between handmade and mass-produced items matters because handmade things are special. They are made with great care and can be personalized for you. Handmade products are also more environmentally friendly. When you choose handmade products, you get something unique and eco-friendly, reflecting your values and supporting local artisans.

*(356 words)*

### **WRITING TASK**

**Choose one of the topics below to write a well-organised advantage essay within 250-300 words.**

1. The advantages of protecting and maintaining particular artistic traditions.
2. The advantages of development projects in urban areas.
3. The advantages of learning a second language
4. The advantages of Regular Exercise

*taken and adapted*