

Where your introduction narrowed down in focus, your conclusion will blossom out. Its final statement will relate your specific argument to wider debates within your course and anthropology. For example, working out from Eminem, to rap music, to the anthropology of music, to media anthropology, and finally to anthropological theories in general.

is as worthy of intellectual enquiry as Beethoven and then say how much you would rather use a Pop Stars video to prop up the leg of a wobbly table! The conclusion will be the

nclusion, in

your words (rather than with a quotation or citation) and think of the most interesting contribution that you can make to the topic.

It is University policy that all teaching materials and written work be prepared in non-sexist language. It is important that students grapple with this aspect of acceptable academic writing. One of the main



cultural act may be different from another, but does this imply any difference in quality?

Anthropologists are interested in the various and often contradictory ways in which things are socially understood and are given meaning in different ways not in your own subjective opinion of them.

4.

might seem to be the case because of popular cultural opinion, but one cultural thing is not innately or intrinsically better than another. Always substantiate your own opinions by framing them in terms of

departing from a theoretically grounded position your opinion or example is, it loses its impact and makes you look unthoughtful and your essay unacademic.

- 5. reader will catch on. Spell it out or run the risk of being misunderstood.
- 6. Unless otherwise stated,

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- 7.

 In other words, they will lose their point and their emphasis. Use proof reading to help you if you have a problem with this. Try to make only one substantive point per sentence.