

Writing the Conclusion

Example of a well-structured conclusion:

Social media has changed the impact of civil unrest by allowing participants to shape their own stories, without needing to go through official channels or depend on friendly contacts in major media. In contrast, newspapers are able to spend more time on the official and long-term story of the events. However, often these reports now include the moment-by-moment stories as told via social media, greatly increasing the impact of that medium. In the future, our ability to understand events in greater depth may depend on the opportunity to preserve these fleeting tweets, updates and stories told on platforms designed to be transient, rather than leaving such depth of analysis exclusively in the realm of the more standard media outlets.

Broken Down	Explained
Social media has changed the impact of civil unrest by allowing participants to shape their own stories, without needing to go through official channels or depend on friendly contacts in major media. In contrast, newspapers are able to spend more time on the official and long-term story of the events.	Here the student has synthesised their main points to present their overall argument
However, often these reports now include the moment-by-moment stories as told via social media, greatly increasing the impact of that medium.	Student clearly shows what their overall conclusion is.
In the future, our ability to understand events in greater depth may depend on the opportunity to preserve these fleeting tweets, updates and stories told on platforms designed to be transient, rather than leaving such depth of analysis exclusively in the realm of the more standard media outlets.	Here the student looks to the future. Whilst they have concluded their own essay they have also suggested where further discussion could be focussed.