

Creating an Essay to Describe a Good or Service

This text describes how to research and write an essay about a good or service that helps your community. (A good is something a business sells and a service is something a business does for customers.) It is not exactly like this month's challenge, but it shows the steps you can use to answer this month's challenge.

Prompt for this Essay: Describe a good or service that is important in your community, then argue why it is the best good or service in your community. In your essay, **describe the good or service**, and **describe why it is the best in your town, city, or state**.

This is an opinion essay. We know that we need to have two parts to our essay:

- 1) **Make a claim about the best good or service.**
- 2) **Support the claim with details.**

First, we can make a claim about which good or service is best in the community. For example, let's look at the community in Norfolk, Virginia. Many goods and services are important in Norfolk. It may take time to decide on the best one. We could do some research and **make the claim** that:

- 1) **Shipbuilding is the best service in Norfolk, Virginia.**

We can use research to expand the main idea with key details about the claim. These details start to support the claim, but they don't explain everything yet.

- 1) Shipbuilding is the best service in Norfolk, Virginia.
 - a. Norfolk has big shipyards, like Norfolk Naval Shipyard.
 - b. Many people work at the shipyards.
 - c. Shipbuilding helps the Navy.

Write a paragraph that overviews your **claim**. This could be your introductory paragraph. Be sure to include a topic sentence and a conclusion sentence.

An important service in Norfolk, Virginia is **shipbuilding**. Some big shipyards perform this service, such as **Norfolk Naval Shipyard**. There are **many people who have shipbuilding jobs** in Norfolk. This service has big impacts, and it even **helps the Navy**. Shipbuilding is the best service in Norfolk.

This paragraph gives an overview of the claim that shipbuilding is the best service in Norfolk. Later paragraphs will give more supporting details to help convince readers to agree with this claim.

Next, research details so you can **support your claim**. After doing some research, we can learn more about the three key details we already introduced: **Norfolk has big shipyards, many people do shipbuilding**, and **shipbuilding helps the Navy**. These details start to help us support the claim that shipbuilding is the best service in Norfolk. We can research more about these details to make our writing more convincing. Our notes can show these new ideas:

A. Norfolk has big shipyards.

- a. There are many shipyards in the Norfolk area.
- b. Shipyards have built ships in Norfolk for hundreds of years.
- c. Norfolk Naval Shipyard is the oldest American naval shipyard.
- d. The shipyards are very big—the areas cover over 1,000 acres.

These notes start to explain why shipbuilding is important in Norfolk. More research can add more convincing support for the other key details.

These notes summarize research about the last two key details.

B. Many people work at the shipyards.

- a. Over 12,000 people work at Norfolk Naval Shipyard.
- b. Lots of jobs are part of the shipbuilding service, like engineering and plumbing.
- c. Ship manufacturing is one of the biggest industries in Norfolk.

C. Shipbuilding helps the Navy.

- a. Norfolk is the port for many ships in the U.S. Navy.
- b. Many ships that the Navy has used throughout history were made by shipbuilders in Norfolk.

Now, we have our big ideas and supporting ideas. We know the claim is that **shipbuilding is the best service in Norfolk, Virginia**. The key details supporting the claim are: **Norfolk has big shipyards, many people do shipbuilding**, and **shipbuilding helps the Navy**. These ideas will be the important parts of the essay.

1) Make a claim about the best good or service: shipbuilding.

2) Support the claim with details: big shipyards, many workers, helping the Navy.

Then, build paragraphs that give more details about the claim and the support. The introduction paragraph introduces the **claim** and **key supporting details**, and the next paragraphs will explain each key detail with support. Each important detail will be its own paragraph.

After researching and planning, it is time to write the entire essay.

This introduction paragraph introduces the claim and key supporting details.

An important service in Norfolk, Virginia is **shipbuilding**. Some big shipyards perform this service, such as **Norfolk Naval Shipyard**. There are **many people who have shipbuilding jobs** in Norfolk. This service has big impacts, and it even **helps the Navy**. Shipbuilding is the best service in Norfolk.

More paragraphs describe the supporting details:

Norfolk, Virginia has big shipyards where people build ships. There are many different shipyards in the Norfolk area. Shipyards have been in this place for hundreds of years. The oldest American naval shipyard, Norfolk Naval Shipyard, is located here. Over 1,000 acres of area in Norfolk are shipyards. This service is a huge part of the city.

Many people work at the shipyards in Norfolk. Over 12,000 people work at Norfolk Naval Shipyard, and more people work at other shipyards. People with many different jobs work to help build ships, including engineers and plumbers. Shipbuilding is one of the biggest industries in Norfolk. Shipbuilding is important to the people here.

Shipbuilding in Norfolk also helps the U.S. Navy. Many Navy ships use Norfolk as their port city. This means they are stationed and repaired here. Shipbuilders in Norfolk also built ships for the Navy. Throughout history, many Navy ships were constructed in Norfolk. Shipbuilding is an important connection between this community and the country.

After writing all of the supporting paragraphs, a final concluding paragraph summarizes the claim and details:

In conclusion, **shipbuilding is the best service in Norfolk, Virginia. Shipyards are a big part of the Norfolk area. Many people in this community work in the shipbuilding service. Additionally, shipbuilding connects Norfolk to the rest of the country through the U.S. Navy. The most important service in Norfolk is shipbuilding.**

At the very end, always remember to read and revise your complete essay! The final draft should have strong paragraphs, clear details, and correct writing skills, like capitalization and punctuation.