"SO YOU WANT TO WRITE A THESIS?"

CULTURAL DIFFUSION FROM THE MEDITERRANEAN ACROSS EUROPE TO THE ATLANTIC FRINGE EXPLAINED NEOLITHIC MEgalithic MONUMENTS, UNTIL DISPROVED BY RADIOCARBON DATING.

MONUMENTS IN WESSEX INCREASED IN LABOUR INVESTMENT FROM EARLY NEOLITHIC BARROWS TO THE LATER SILLIBURY HILL + STONEHENGE SARSENS.

USING ETHNOGRAPHIC ANALOGY, THESE CHANGES COULD BE EXPLAINED BY INCREASING SOCIAL STRATIFICATION.

MAJOR LATE NEOLITHIC MONUMENTS WERE BUILT BY NEW CHEIFDOMS.

"SO YOU WANT TO WRITE A NEWS STORY?"

STONEHENGE'S STONE CIRCLES WERE ORDERED BY A SALISBURY PLAIN CHIEF.

NEW RESEARCH SUGGESTS THAT CHEIFDOMS DEVELOPED IN NEOLITHIC WESSEX 4,000+ YEARS AGO.

"LONG BARROWS WERE BUILT QUITE QUICKLY BY SMALL GROUPS" SAID PROFESSOR RENFREW, "BUT THE LATER HUGE HENGES WERE TRIBAL CENTRES."

FOLLOWING RECENT PROOF BY RADIOCARBON DATING, THAT STONEHENGE WAS NOT BUILT BY MEDITERRANEAN INCOMERS, THIS RESEARCH SUPPORTS THE INDEPENDENT EVOLUTION OF BRITISH SOCIETY.

THE ACADEMIC TRIANGLE
- starts with the background to the research.
- often structured as context > problem > case studies / cases > discussion > conclusions.
- the context, often as a literature review, includes the broad issues, then relevant studies, and finally studies specific to the investigation.
- will include detailed methods and results.
- ends with the specific findings and conclusions.

THE JOURNALISTIC TRIANGLE
- starts with the specific headline finding.
- explains research through narrative and direct speech, photos and infographics.
- moves the reader to an emotional response like fear, anger, sadness, disgust, surprise, or joy.
- answers "So What?" by explaining significance.
- ends with the big picture or moral of the story.