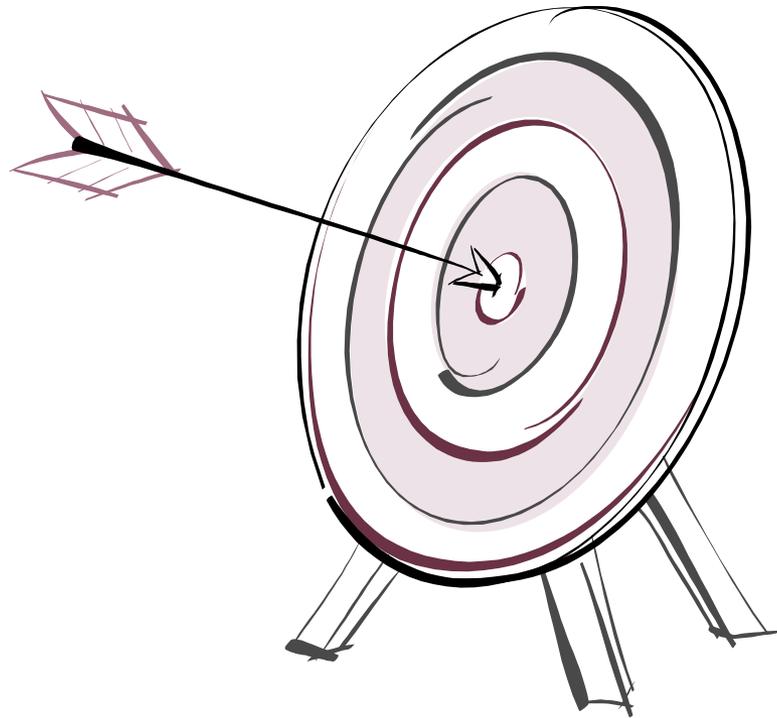


The “Bull’s Eye” Strategy



Relevance

In archery (shooting with bow and arrows), the main aim is to hit the target and strike the centre or as close to the inner circle as possible to score maximum points.

In analysing a question, that is also your aim – you want to find the **central focus** of the question. You also want to identify the words in the question that point to the central focus.

The “bull’s eye” strategy

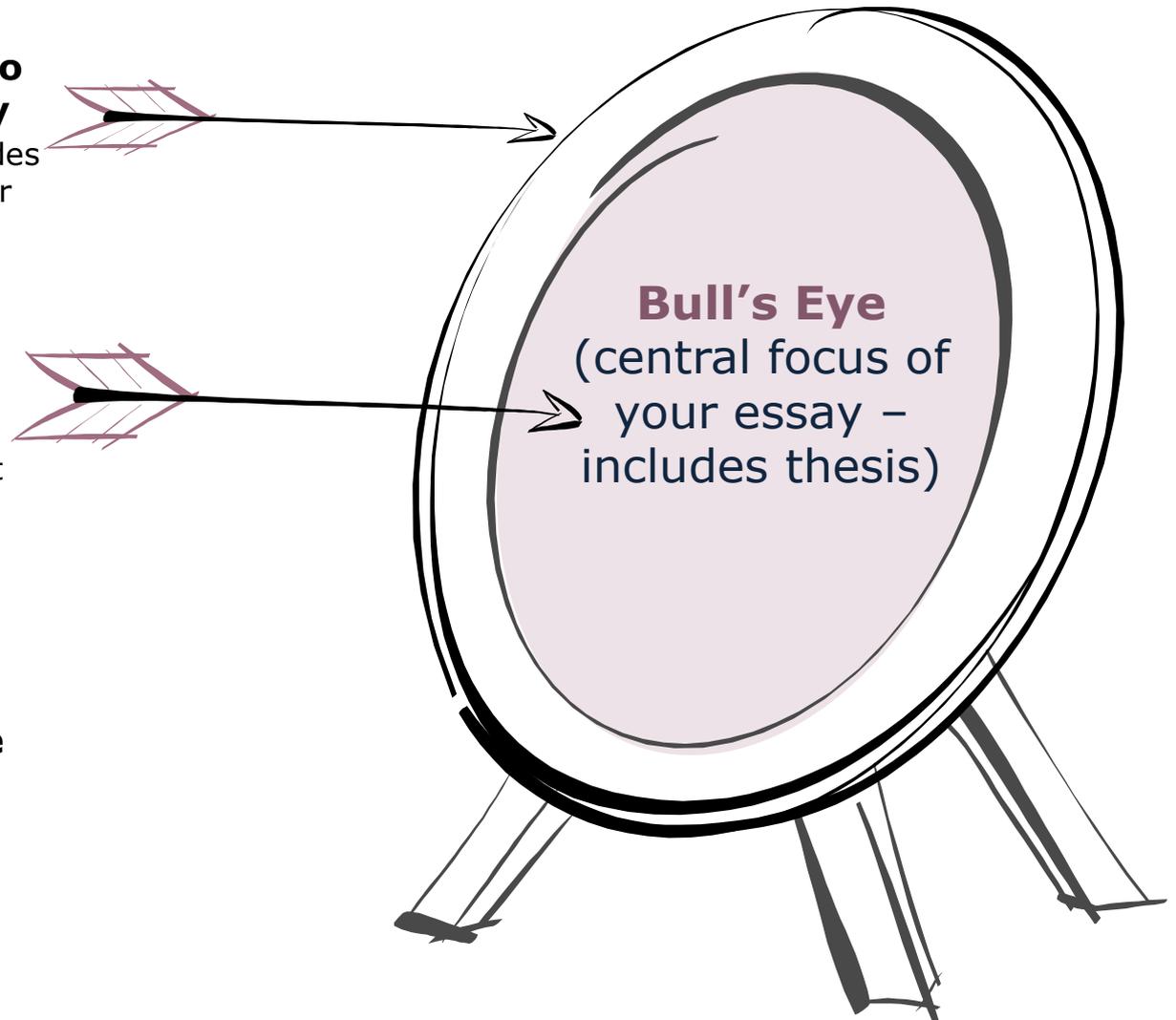
- ▶ recognises that most questions have two kinds of words: content or topic words (which tell you **what** you have to write about); and function words (which tell you **how** you have to write about them)
- ▶ shows how the different words in the question relate to each other
- ▶ is essentially a “map” of your thinking about the question

So how does it work?

1. Draw the outer circle to establish the boundary for your essay. (It provides the background or context for your topic.)

2. Draw the inner circle to identify the central focus of your essay (that is, what your essay will be mainly about).

3. Indicate how you have to write about this central focus.



An application

Example question: *Discuss the effects of the unemployment benefit system (UBS) on the New Zealand economy.*

