

Introductions should:

- ❑ Get the reader's interest so that he/she wants to know more
- ❑ Let the reader know what the essay is about

How can I grab my reader's attention?

❑ **Historical Review**

The victory brought pure elation and joy. It was May 1954, just days after the Supreme Court's landmark ruling in Brown v. Board of Education of Topeka, Kansas. At NAACP headquarters in New York the mood was euphoric. Telegrams of congratulations poured in from around the world; reporters and well-wishers crowded the halls.

❑ **Anecdote**

Mike Cantlon remembers coming across his first auction ten years ago while cruising the back roads of Wisconsin. He parked his car and wandered into the crowd, toward the auctioneer's singsong chant and wafting smell of barbecued sandwiches. Hours later, Cantlon emerged lugging a \$22 beam drill—for constructing post-and-beam barns—and a passion for auctions that has clung like a cocklebur on an old saddle blanket.

❑ **Question**

Have a minute? Good. Because that may be all it takes to save the life of a child—your child. Accidents kill nearly 8000 children under age 15 each year. And for every fatality, 42 more children are admitted to hospitals for treatment. Yet such deaths and injuries can be avoided through easy steps parents can take right now. You don't have a minute to lose.

❑ **Startling Fact or Statistic**

In the College of Veterinary Medicine and Engineering, nearly one-third of the teaching faculty may retire by the year 2004. In the College of Education, more than a third of the professors are 55 years old and older. The graying of K-State's faculty is not unique. A Regents' report shows approximately 27 percent of the faculty at the six state universities will retire by the end of this decade, creating a shortage of senior faculty.

How do I link the opening to my point?

If your attention grabbing opening does not explicitly name the topic or problem you are writing about, state it here. This is where you can and should write a declarative sentence stating the topic, whether it is something as simple as “the differences between watching movies in the theater and at home” or something as complex as “what should be done to address the achievement gap between first and second generation college students.”

Should I state my point directly as a thesis?

It depends. Follow any directions given to you by your professor in the assignment description. However, be aware that sophisticated writers base this decision on their rhetorical situation.

Conclusions should:

- Include a brief summary of the essay's main points
- Tell your reader why your argument matters (So what?)

How do I summarize my essay's main points without simply copying from the intro.?

- Reread your thesis and introductory paragraph.
- Consider what new insights your readers have gained
- Use new words and sentence structure to present this updated idea

How can I leave my reader with a sense of "So what?"

Evoke a Vivid Image

And so, while we are left on shore with the memory of a deflated and stinking carcass and of bullhorns that blared and scattered us like flies, somewhere out beyond the rolled waters and the shining winter sun, the whale sings its own death in matchless, sirenian strains.

Call for Action

Political language...is designed to make lies sound truthful and murder respectable, and to give an appearance of solidity to pure wind. One cannot change this all in a moment, but one can at least change one's own habits, and from time to time one can even, if one jeers loudly enough, send some worn-out and useless phrase...into the dustbin where it belongs.

Give a Warning

Our society is no longer prepared to tolerate unnecessary cruelty to animals for science and entertainment. If we continue with our past crimes against these creatures we will be remembered as cruel and inhuman by the generations of the future.

Suggest Results or Consequences

The cognitive abilities of chimpanzees force us, I think, to raise searching questions about the boundaries of the community of beings to which special ethical considerations are due, and can, I hope, help to extend our ethical perspectives downward through the taxa on Earth and upwards to extraterrestrial organisms, if they exist.