

The Introductory Paragraph



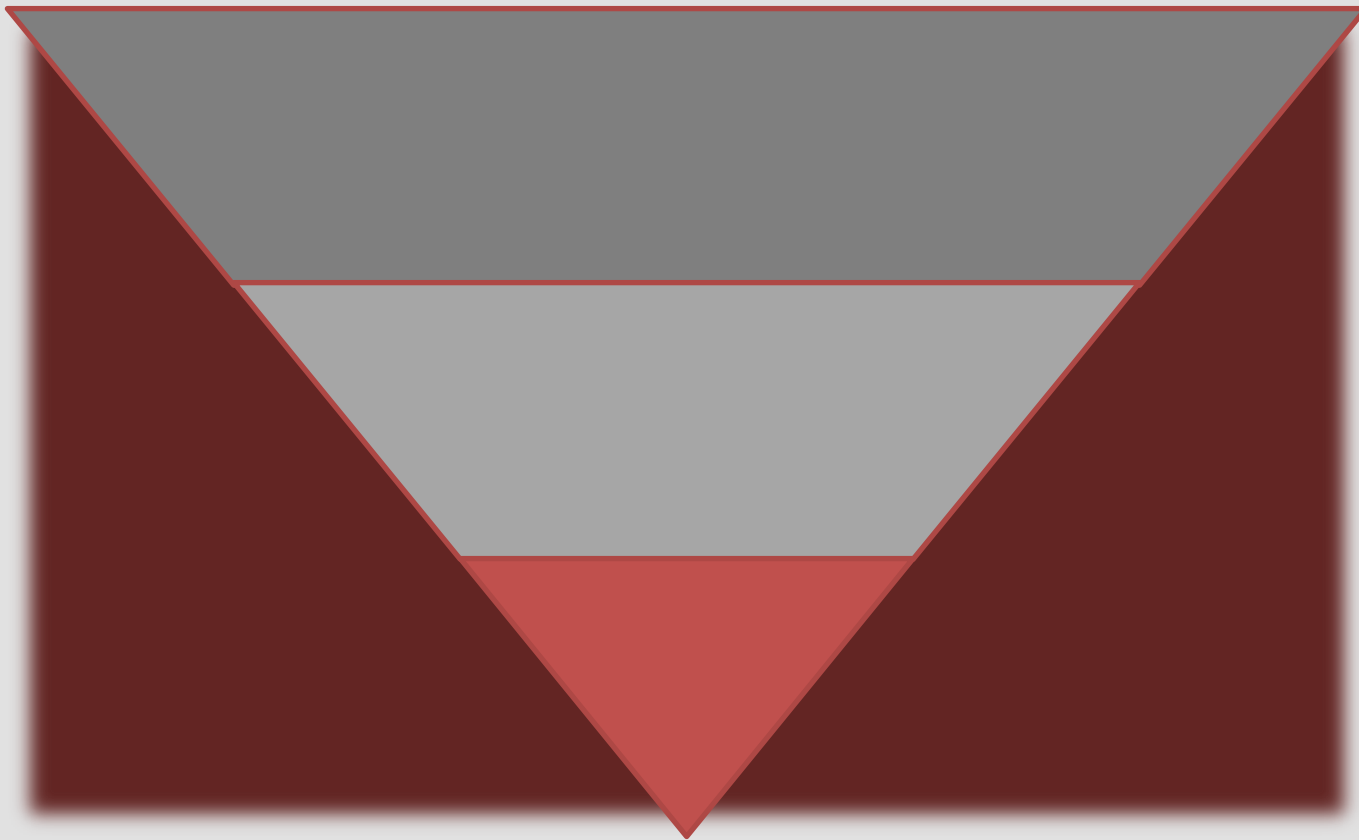
Presented By Michelle Bowman



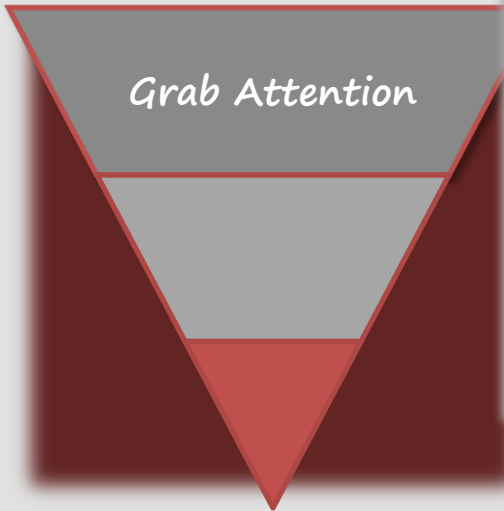
Job of Introductory Paragraph

- ✓ *Grab attention*
- ✓ *Narrow focus*
- ✓ *Present the thesis*

Funnel Strategy

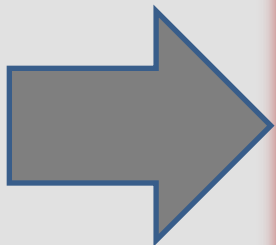


Mouth of Funnel



Strategies

- ← Surprising statistic
- ← Direct question
- ← Strong quote
- ← Historical setting



WHY?

Your intro either establishes you as credible or makes the reader doubt you. Make it your best paragraph!

Middle of Funnel



Narrow
Subject

Begin Narrowing

- ← *Include necessary background*
- ← *Connect opening + thesis*



WHY?

The middle of the intro must prepare readers for your thesis.

Tip of Funnel



Thesis

Your Thesis Should:

- ← Address assignment directly
- ← Showcase your point of view

WHY?



The end of your intro should showcase the main point of your writing.

What you should not do in your introduction:

- ✗ Be vague or hesitant*
- ✗ Use first person (unless required by assignment)*
- ✗ Use announcement style ("This paper will discuss . . .")*



An Effective Introduction

As humans celebrate the new year, most are unaware that nearly two thirds of polar bears will likely vanish by 2013 because of global warming (Mieszkowski, 2008).

With polar ice melting at alarming rates, bears are starving and drowning as scientists search for ways to prevent their extinction.

For polar bears to survive, humans must reduce global warming by conserving energy and reducing greenhouse gases, or soon it will be us facing extinction.

Startling
Statistic

Logical
Connection

Thesis
Presentation

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