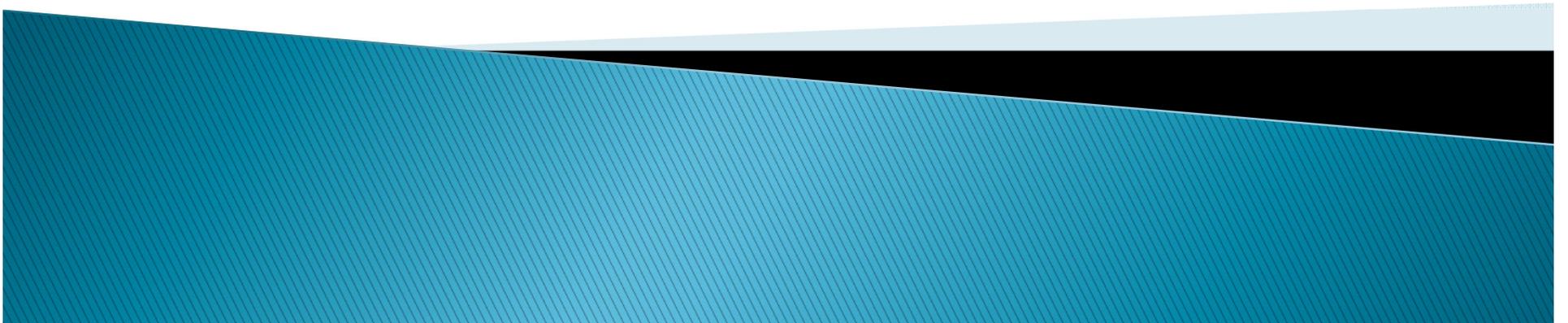


# INTROS AND CONCLUSIONS



# (Potentially) Effective Introductions

- ▶ an intriguing example
  - ▶ a provocative quotation
  - ▶ a puzzling scenario
  - ▶ a vivid and perhaps unexpected anecdote
  - ▶ a thought-provoking question\*
- ▶ \* *We will discuss this on the next slide*



# Intros to Avoid

- ▶ The place holder introduction.
  - ▶ The restated question introduction.
  - ▶ The Dictionary introduction.
  - ▶ The broad, sweeping generalization.
  - ▶ The rhetorical question.
- ▶ \*Thanks to the detailed, scientific, irrefutable research of my own biased opinion, I have come to the conclusion that the rhetorical question is the most overused and least frequently effective intro of all the intros that ever were and ever will be.  
DOWN WITH RHETORICAL QUESTIONS!
- ▶ DOWN WITH RHETORICAL QUESTIONS!



# Strategies for a conclusion:

- ▶ Question the significance or implications of any statements you make in the conclusion. If you can't come up with a good answer for why it matters or why anyone should care, rethink your conclusion.
- ▶ Return to the theme or themes that were brought up in the introduction. Use parallels to bring the reader back without explicitly stating that you are revisiting the intro. Pay particular attention to the specific words and phrases you used in the intro.
- ▶ Propose a course of action, a solution to an issue, or questions for further study.
- ▶ Synthesize, don't summarize: Include a brief summary of the paper's main points, but don't simply repeat things that were in your paper.
- ▶ Expand. Suggest to broader implications.
- ▶ Include an insight or quotation from your research or the text associated with the prompt.



# Conclusions to avoid

- ▶ Beginning with an overused phrase such as “in conclusion.”
- ▶ Stating the thesis, or a main point, for the first time in the conclusion.
- ▶ Making emotional appeals that do not fit with the tone of your essay.
- ▶ Ending with a rephrased thesis statement without any significant changes.

