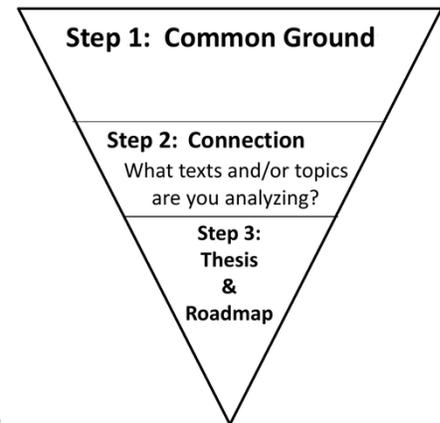


## Introduction

The intro is the first presentation of your ideas. Unless your instructor tells you otherwise, write it as if any random person could pick up your paper and figure out what the topic is. There are at least three elements you want to include in your introduction to encourage your audience to continue reading, organized from general to specific to “funnel” your reader:

- **Common ground:** Sometimes called a hook, this part of the intro is used to reach the readers where they are so you can lead them to where you want to go.
- **Connection:** Begin to connect your general topic to the more specific ideas or texts that you cover in your paper.
- **Thesis/purpose statement:** Establishes the major claim or purpose of the paper with a few (3-5) main points or reasons main points or reasons to develop throughout your essay.



## Body

In the body, develop the ideas presented in the introduction. Use included in your thesis/purpose statement as your roadmap. along with any research to support those ideas. The body of your essay:

- Elaborates on points made in the introduction.
- Creates connections among ideas and insights that you present; do not leave it up to your audience to make the connections!
- Provides background and details on topics mentioned previously; in the body of your essay, you get specific. Examples, illustrations, and/or supporting evidence should be included for each main point that you present in your essay.
- Ask yourself the following questions related to the body of your essay: do my presented ideas relate to my central argument, or thesis, that was given in my introduction? What details do I provide that support my thesis?

## Conclusion

The conclusion is where you bring together all the elements you previously mentioned in other sections. The conclusion contains two main parts: a summary and implications.

- **Summary:** Reiterate the thesis and main points, but in different words.
- **Implications:** Brings your main argument ‘home’ for your audience. Find a way for your audience to connect with your writing and to apply it to their own lives, their thinking, and/or their interpretations. The more they connect with the words on the page, the more they connect with your ideas, insights, and argument.

### Avoid:

- Introducing *new* ideas; you do not want to confuse your audience. Your conclusion discusses the main points that you have already discussed in your essay.
- Cliché phrases like “In conclusion,” “In sum,” and “To conclude.” These phrases are ineffective and do not provide your conclusion the strength it needs. Instead, formulate a strong, declarative statement that covers your main points.