

Introductions: 1) Get the reader's attention, 2) give background/lead them into your topic, and 3) state thesis. Ways to get a reader's attention include the following: make a bold claim, drop reader into action—perhaps during a tense moment, rhetorical question, brief anecdote(story), memorable quotation(non-cliche), shocking statistic, etc.

Conclusions: 1) Re-state main purpose of essay, and 2) state what's at stake/why this topic matters/answer the question, "so what?"/state what the larger implications are (implication is defined as the "conclusion that can be drawn from something, although it is not explicitly stated.")

Details/Imagery: Get away from general, into specific. Good writing always has specific, precise details and imagery (language that evokes the 5 senses).

Transitions: Good writing shows how ideas are related. Transitions show readers exactly how your ideas are related. (You'll notice one of our two B-Level standards is "coherence," and one of our A-Level standards is "seamless coherence".)

Using transitions effectively between paragraphs, between sentences, and within sentences will clearly show readers how your ideas are related; therefore, using transitions effectively will help make your writing coherent. For guidance and examples, use this [guide](#).