

Introductions and Conclusions

INTROS

The introduction of an argument introduces the subject and/or writer of the argument to the audience. An introduction may present the argument's thesis. An introduction may orient, engage, and/or focus the audience by presenting quotations, intriguing statements, anecdotes, questions, statistics, data, contextualized information, or a scenario.

Optional Format:

- Hook (stat, rhetorical question, anecdote, or scenario)
- Introduce context (In the article titled... by..., the author discusses...)
- Thesis

CONCLUSIONS

The conclusion of an argument brings the argument to a unified end. A conclusion may present the argument's thesis. It may engage and/or focus the audience by explaining the significance of the argument within a broader context, making connections, calling the audience to act, suggesting a change in behavior or attitude, proposing a solution, leaving the audience with a compelling image, explaining implications, summarizing the argument, or connecting to the introduction.

Optional Format

- Restate Thesis
- Broader Context/Appeal to Pathos
- Cheesy one-liner (an "ending hook")