Introduction Strategies

1. Basic Introduction Structure–video here
    a. Hook + transition (see Writing-Mini Lesson in the Style section)
        - Anecdote/brief 1-2 sentence story
        - Quote
        - Startling statistics or facts
        - Rhetorical question– this is the hardest one to do well
    b. Background, including TAG, + transition
        - Social context, geopolitical info, time, place
        - Explanation of the genre
        - Biographical information about author/artists
    c. Thesis
        - If you've already identified the titles or authors, you don't need to do it again. Don't repeat.
        - Name the titles in the background and the creators in the thesis, or vice versa.

Here's an example of an introduction that I stole from someone's youtube video:

> Nature is awesome in its power. Its wild settings and its wild animals are riveting in their magnificence. Gloria Cowperthwaite's 2013 documentary *Blackfish* exposes the dangers that humans face when they make wild animals their captives and revoke their rights to live free. Cowperthwaite points her lens at Tilikum, a 12,000 pound killer whale, and Dawn Brancheau, the trainer he killed in 2010, but she points her finger at Seaworld and the millions of Americans who pay to see orcas perform each year. Cowperthwaite's message is clear: SeaWorld must release its captive orcas and allow them to lead the lives they were meant to lead in the wild: orcas are the victims, not the killers.

2. SOAPSTone Strategy: These sentences can be, but don't have to be, in order. They do not have to be separate sentences.
    a. Identify the speaker
    b. Identify the occasion– time, place, social context, current situation (genre, era, etc.)
    c. identify the audience– who is this piece intended for?
    d. Identify the purpose– what is the purpose of this piece?
    e. Identify the subject– the thesis of the essay
    f. Identify the tone of the piece
    g. Transition
    h. Thesis

Example 1 of SOAPSTone strategy
Well-known essayist and writer Joan Didion, in her essay "The Santa Ana," describes the dramatic mood-altering effects of the Santa Ana winds on human behavior. Didion's purpose is to impress upon readers the idea that the winds themselve change the way people act and react. She uses a dramatic and sinister tone to convey to her readers the idea that the effects of the winds are inescapable. The literary devices she then uses help express her overarching message that humans are helpless against the forces of nature.

Example 2 of SOAPSTone strategy
Novelist Amy Tan, in her narrative essay "Fish Cheeks," recounts an embarrassing Christmas Eve dinner when she was 14 years old. Tan's purpose is to convey the idea that at fourteen, she was unable to recognize the

love her mother had for her or the sacrifices she made. She adopts a sentimental tone in order to appeal to similar feelings and experiences in her adult readers, and this allows the reader to apply her very Chinese story to their own lives, showing how the human experience is a universal experience.

Conclusion Strategy

Restate + Add Insight + Clinch

Restate the author and main idea of the essay, but not the full TAG sentence.
Add some sort of insight.

- Connect to the theme, even if the essay isn't about the theme. Consider universal themes or bigger ideas related to your topic.
- Make a personal connection to the main idea, genre, or social context. (Do this in 3rd person!)
- What role do the ideas in your essay play in current life?
- What are your feelings about the writer's style?

Clinch it– end with some sort of final thought.

- Tie back to the hook
- Connect to universal ideas, unanswered questions, the struggle for _____

9 minute video about conclusions
12 minute video about conclusions