

## INTRODUCTION

Begin your introduction by keeping your **audience** in mind. Catch the reader's **attention** and keep the reader's **interest** with a "**hook**" in the introduction.

The introduction *usually* contains your **thesis** which is the last sentence of your introduction (this may vary).

<p><b>Tips on how to begin your introduction:</b></p>	<ul style="list-style-type: none"> <li>• Tell an anecdote (story) a personal example</li> <li>• Begin with a question</li> <li>• Present the problem</li> <li>• Give a short history of the topic</li> <li>• Begin with a quotation</li> </ul>
<p><b>Introduction should inform the reader about three points:</b></p>	<ul style="list-style-type: none"> <li>• What is this?</li> <li>• Why am I reading it?</li> <li>• What do you want me to do?</li> </ul>

### Answer these questions by:

1. **Giving background**—provide general information about the main idea, explain what is happening, so the reader can understand the topic about which you are writing.
2. **Explaining the importance of the main idea**—inform the reader about why he/she should keep reading the essay. Make sure the essay is interesting to read, is clear, and is so persuasive that the reader wants to continue to read.
3. **Stating the thesis**—the thesis should be one sentence that explains the position that is supported in the essay with *logos* (give good reasons), *pathos* (appeal to the reader's emotions), and *ethos* (be credible).