

Introduction and Conclusion

The Introduction

An introduction has two functions:

1. It tells the reader what central idea will be developed in the essay. The central idea is the thesis statement.

Example: Teenagers smoke cigarettes because they think it is fun; it makes them look cool; and it helps them study better.

2. It interests the reader so that they continue reading the essay.

The introduction should follow the ‘general to specific’ structure. In other words, the writer should give background information about the topic, mention the problem or topic that the essay will address, then narrow down to the thesis statement.

Example:

Smoking has been practiced since ancient times, and it has been assigned threatening and, at times, miraculous properties. Nowadays, regardless of all the warnings against smoking cigarettes, many get addicted to it for different reasons. Teenagers smoke cigarettes because they think it is fun; it makes them look cool; and it helps them study better.

The Conclusion

A conclusion signals the end of the essay and leaves the reader with a final thought.

There are several ways to end an essay:

1. End with a call to action.

Example: Quitting smoking has been made possible with all the scientific innovations that aim to simplify it for you. So, there is no need to wait any longer; go ahead and make use of them!

2. End with a strong image.

Example: Quitting smoking has been made possible with all the scientific innovations that aim to simplify it for smokers. Now, they can say goodbye to those black rotten lungs creating a lair for cancerous cells.

3. Conclude with a challenging statement.

Example: Quitting smoking has been made possible with all the scientific innovations that aim to simplify it for smokers. Give them a try while it is not too late, or else there is nothing but regret that awaits.