Parts of an Essay: Introduction

University Writing Center
Objectives

**Purpose**
- What is an intro?
- Why are they important?

**Elements**

**Techniques**
- Personalization, Surprise, Relevance, Clarity.

**Common Tips**
- Things that should be kept in mind when writing your introduction.

**Pitfalls to Avoid**
- Things that make your introduction seem bland, messy and unprofessional.
Purpose of an Introduction

1. **Engagement**: Initial engagement encourages people to continue reading or listening.

2. **Contextualization**: Provides context for the main content.

3. **Tone**: Sets the tone for the rest of the piece.
Elements of an Introduction

The Hook
- Types of Hooks that can be used for the intro include: factual statements, quotations, definition, etc.
- Make sure to keep the audience, tone, and purpose of the the essay when creating the hook.

Background
- Helps set the context for your topic
- Gives readers or the audience a foundation for understanding the subject matter

Thesis
- defines the main point or argument of your work
- asserts a specific claim or position on an issue
- tells the reader or audience what to expect from the rest of your work
Types of Techniques

Personalization
Share personal connection/experience relating to the topic.

Structure
Provide a basic structure for your writing.

Relevance
Ensure that all of the elements have a purpose. Avoid including irrelevant information.

Surprise /Intrigue
Unexpected facts/statements/statistics

Clarity/Conciseness
Use clear and straightforward language. Avoid overly complex or convoluted sentences.
Common Pitfalls to Avoid

1. Clichés and Overused Openings
   “Once upon a time….”

2. Overly Broad or General Statements
   “Throughout history, people have always had dreams and aspirations”

3. Excessive Background Information
   Too much information might make the reader get lost in simple content, as well as overwhelm them.

4. Jargon or Technical Language
   Only use if it is the appropriate
Practical Tips for Writing an Introduction

1. Start the introduction after writing the body of the essay.
2. Revise and edit the introduction multiple times.
3. Seek feedback from peers or instructors.
4. Read and analyze great introductions in published essays for inspiration.
5. VISIT THE UWC!!!
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