

The Introduction

An introduction has two functions:

1– It has to tell 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 has to **interest** the reader so that he/she continues reading the essay.

There are several ways to write an attractive introduction.

Begin with a general idea.

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.

Use a quotation.

Example: “Smoking is suicide by installments,” according to Forester, author of *Game of Aeons*. Even though many people think smoking is harmless, scientific research proves that smoking can cause cancer. If you are addicted to it, there are several ways to help you quit, such as managing cigarette cravings, making use of nicotine and non-nicotine replacements, and referring to alternative therapies.

Open with a brief narrative.

Example: There was a young lady named Mae who smoked without stopping all day; as pack followed pack, her lungs first turned black, and eventually rotted away. Even though scientific research proves that smoking can cause cancer, Mae refused to believe it. If you are like Mae, help yourself quit before it is too late. You can do so by managing cigarette cravings, making use of nicotine and non-nicotine replacements, and referring to alternative therapies.

Pose a question.

Example: What would you do if you could live until you are ninety-nine? Many have lived beyond that age. Lucky, you may think. Yet it is not at all about luck. It is their lifestyle that played in their favor, and cigarettes were not part of it. If you want to live long, there are several ways to help you quit smoking, such as managing cigarette cravings, making use of nicotine and non-nicotine replacements, and referring to alternative therapies.

Begin with surprising Facts or Statistics.

Example: The radiation from smoking a pack of cigarettes a day compares to almost 2,000 chest x-rays! If you are a non-smoker, never begin! But if you already are, it is time you quit! There are several ways to help you quit, such as managing cigarette cravings, making use of nicotine and non-nicotine replacements, and referring to alternative therapies.

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.

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!

Conclude with a quotation.

Example: Quitting smoking has been made possible with all the scientific innovations that aim to simplify it for you because as Brooke Shields once said, “Smoking kills. If you're killed, you've lost a very important part of your life.”

End with a question.

Example: Quitting smoking has been made possible with all the scientific innovations that aim to simplify it for you. Would you give them a try?

End with a strong image.

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

Conclude with a challenging statement:

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

The Introduction and Conclusion of an Essay