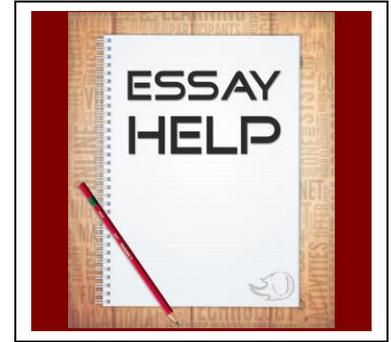


# Power Moves: Tips with Titles, Introductions, and Conclusions

## Title

- Tip: Consider using a colon (these two dots :) to create a title and a subtitle.
  - Example = Texting: Click, Click, Crash
- 1. Choose a title that signals the topic of your paper.
  - Example = Get up and Go
  - Unlike the first example, this one doesn't signal that texting is the topic.
- 2. Make your title creative and/or memorable.
  - Don't use something generic such as "Essay #1" or "Texting."
  - The title sends a first impression, so use it to your advantage.



## Introduction

- Tip: It helps to think of the intro as having three main parts in this order:
  1. Hook -- Open with a hook
  2. Overview -- Then provide an overview
  3. Thesis -- End with a clear thesis.



Between those three parts in the introduction, strive for smooth transitions; otherwise, it can sometimes feel like the thesis, for example, just gets thrown in abruptly at the end.

### 1. Hook

- As with fishing, the aim of the hook is to “catch” something, in this case, the reader. Use the hook to show skill in drawing a reader into your essay. Try to start with an engaging opening, not a broad or generic one.
- There are lots of strategies for hooks; here are some examples of “power moves”:
  - Start with an engaging question, a striking statistic, a thought-provoking quotation, a provocative statement, a brief but interesting anecdote (a quick personal story or observation), or a powerful word (such as “imagine...”).

### 2. Overview

- An overview is where you provide general information. In a few sentences, set up the topic and/or issues at hand. This is the *introductory* information readers need to know; if one or two main authors and their works are focused on in the essay, *introduce* them in the overview (don't wait for later). Intros are for introductions.

### 3. Thesis

- It's conventional to end the introductory paragraph with your thesis statement. That's where readers expect to see it. A thesis is usually one sentence, but a couple sentences connected together is fine, too. Your thesis should announce a main point and a position on it. It should be making a specific claim about something in particular. Be direct and assertive. For example, instead of saying, “in this paper, I *will* discuss something,” just dive in and announce the main point in the thesis; don't save it for later.

**Note for Essay #1:** Since Essay #1 is a personal essay (not a formal position paper), you can think of your position as your connection, which means the goal of your thesis is to announce a main point and to let readers know—up front—that you'll be discussing personal connections to that main point in your essay.

## Conclusion

- Briefly “recap” (summarize) your essay, but do not repeat the exact wording in your thesis; add variety.
- The endings of essays are important and unique spots--strive to end the essay in a way that engages readers. Make them feel included. Help them relate and feel like the topic you've discussed matters to them. The word “you” (which is typically inappropriate in other parts of an essay) can usually fit especially well here.
- Don't let readers walk away from the essay thinking “so what?” You want to end feeling like you've addressed the “so what?” question, emphasizing the significance of your topic.
- Often the significance of a topic can be emphasized by including thoughts about the future.

\* Power Moves = brief recap (with variety); the word “you”; answering the “so what?” question; looking to the future.