Six Opening Moves in an Introduction

These kinds of questions translate into six opening “moves” made in an introduction:

Move 1: Define Your Subject: Tell readers what your document is about by defining the subject.

Move 2: State Your Purpose: Tell readers what you are trying to achieve. Your purpose statement should be clear and easy to find in the introduction. It should plainly tell your readers what the document will do.

Move 3: State Your Main Point: Tell your readers the key idea or main point that you would like them to take away from the document.

Move 4: Stress the Importance of the Subject: Make sure you give your readers a reason to care about your subject. You need to answer their “So what?” questions if you want them to pay attention and continue reading.

Move 5: Provide Background Information: Typically, background information includes material that readers already know or won’t find controversial. This material could be historical, or it could stress a connection with the readers.

Move 6: forecast the Content: Forecasting describes the structure of the document for your readers by identifying the major topics it will cover.

Five Closing Moves in a Conclusion

Like the introduction of your document, your document’s conclusion will make a few predictable moves expected by your audience:

Move 1: Make an Obvious transition: By using a heading such as “Final Points” Or a transitional phrase such as “To sum up,” you will signal to the readers that you are going to tell them your main points.

Move 2: restate Your Main Point: In the conclusion, you need to restate your main point one more time to drive it home. After all, your readers now have all the facts, so they should be ready to make a final decision.

Move 3: re-emphasize the Importance of the Subject: Sometimes readers need to be reminded of why the subject of your document is important to them.

Move 4: look to the future: Looking to the future is a good way to end any document. A sentence or paragraph that looks to the future will leave your readers with a positive image.

Move 5: SAY thank YOU And Offer Contact Information: You might end your document by saying thank you and offering contact information.