Techniques for introductions & conclusions

To get the reader's attention and make them want to continue reading, the **introduction** should use one of the following techniques:

Introductions

- **Address the reader directly.** *e.g. Have you ever wondered what life will be like in 50 years time?*
- **Start with an objective statement.** *e.g. It has been proven that diet and lifestyle can directly affect our health.*
- **Start with a quotation.** *e.g. It was Albert Einstein who said "The true sign of intelligence is not knowledge but imagination."*
- **Start with a rhetorical question** (i.e. a question that does not require an answer) *e.g. Is global warming really happening?*
- **Start with a problem that needs a solution.** *e.g. The number of homeless people in the world is on the rise*
- **Make reference to a strange scene or situation.** *e.g. The sight of hundreds of people dressed as aliens is disturbing.*

To round off an essay and leave the reader with something to consider, the **conclusion** should use one of the following techniques:

Conclusions

- **Give the reader something to think about.** *e.g. Hopefully, the situation will be very different in twenty years.*
- **End with an objective statement.** *e.g. Many people believe that solar energy is the best solution to the energy crisis.*
- **End with a quotation.** *e.g. To sum up, I must agree with Albert Einstein who said, "We cannot solve our problems with the same thinking we used when we created them."*
- **End with a rhetorical question.** *e.g. After all, it is common sense, isn't it?*
- **Summarise the points made.** *e.g. All in all, it seems that we have to ...*

1 **Match the introductions to the conclusions. Which techniques are used in each?**

Introductions

1 ☐ The rise of obesity in young people is a problem that must be addressed soon to prevent the creation of a generation of people with weight-related health issues.

2 ☐ There is no doubt that human activity is responsible for increased CO_2 emissions which lead to a rise in global temperatures.

3 ☐ What can we do to encourage more children to read? The current generation of young people seem more interested in video games than in books.

4 ☐ Have you ever considered working from the comfort of your own home? This is an attractive option for many people these days thanks to the Internet and home computers.

5 ☐ Andy Warhol once said, "In the future, everyone will be world-famous for 15 minutes". It seems that these days too many people think success must include fame.

6 ☐ The presence of well-dressed people in the queue at a soup kitchen is a common sight these days and shows that poverty is now an issue that can affect people from all walks of life.

Conclusions

a To conclude, it seems that the only way to encourage more young people to become booklovers is to introduce them to reading at a very young age. Otherwise, many children will grow up thinking that only screens can offer entertainment.

b If something is not done soon, an alarming increase in the number of people with serious weight-related illnesses is inevitable. This will undoubtedly have a harmful effect on the next generation.

c All in all, the importance of taking swift action against global warming can be summed up by the environmentalist David Suzuki who said, "It's too late to stop it now, but we can lessen its severity and impacts."

d Taking everything into consideration, although working from home sounds wonderful, often it is not. In many cases, it can be far more difficult than it seems and requires a great deal of determination.

e To sum up, we should all take measures to help those in need regardless of their appearance. After all, you should never judge a book by its cover, should you?

f In conclusion, there are many ways to be successful without being famous. As Charles Churchill said, "Fame is nothing but an empty name".

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