

The Introduction to the Argument



As you write your introduction you want to accomplish several things:

1. First, you need to get your audience’s attention focused on your issue. Your hook should show an awareness for what matters to your audience.
2. Then, you need to clearly spell out the issue you are addressing with your claim along with its importance.
3. Your claim must be clear so your audience knows exactly what you are talking about.
4. Your thesis should then add three reasons why your claim needs to be considered. These reasons will should then be used to set up the organization for the rest of your argument.

Consider the claim that we discussed last week:

Teacher salaries in Utah should be raised to competitive levels.

Examine the introduction below to see if it addresses the areas noted above?

Do you see a hook? If so, which persuasive appeal is used?

Circle where the writer spells out the importance of the issue?

Underline the claim.

Underline the thesis statement and number the reasons.

Do your children *really* matter to you? Most parents claim that they would do whatever they could to ensure the best possible future for their kids. If the future of Utah depends on just how well it prepares the next generation to take over, doesn’t it seem obvious that we need to provide our children with the best education possible? Then, why is Utah’s per pupil spending lower than almost every other state in our country? Something needs to be done if we are going to guarantee our children the future we claim that they deserve. We can start by bringing up teacher salaries to more competitive levels. Teacher salaries in Utah need to be raised to competitive levels so we can recruit and keep the best teachers, so we can attract the best jobs to our state, and so our kids are prepared to compete for those jobs.

As you write your own introduction be sure that you are clearly including all of these parts.