**INTRODUCTION 101**

1st paragraph:

* Provide a ‘hook’ as your first sentence to get the reader’s attention. This could be a general statement about your topic.
* Introduce the topic, which consists of your main idea.
* Identify the subtopics or points of the body paragraphs in order of their presentation.
* Conclude your paragraph with your thesis (argument about the topic).

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| 1. Introduction (3-5 sentences) 2. Attention Grabber. Options:    1. Quotation    2. Bold Statement/Fact    3. Rhetorical Question    4. Definition    5. Brief Anecdote/Story 3. Introduce your topic; who or what are you talking about and why? 4. Direction/ThesisStatement (three points, in order, in 1 sentence: point A, B and C)   \*\*\*Organization  Point A: 2nd strongest point  Point B: weakest point  Point C: strongest point | |  | | --- | | **A.**  **We all know the catchy tune, “I’m Lovin’ It,” but, do we really know the effects of this fast food phenomenon on our lives?** | | *B.*  *In our over-worked, stressed-out, and productivity-driven society, fast food chains offer a small relief from the task of making a meal: a task that often falls to the bottom of our proverbial “to do” list. However, upon closer examination, we have to wonder if the quick trip through the McDonald’s drive-through window is actually of real benefit to us.* | | C.  While fast food may be convenient, it is a menace to our finances, our relationships and our health.   |  |  |  | | --- | --- | --- | | Topic:  Fast Food | Attitude: | Direction: | |   Your Introduction: |

**We all know the catchy tune, “I’m Lovin’ It,” but, do we really know the effects of this fast food phenomenon on our lives?** *In our over-worked, stressed-out, and productivity-driven society, fast food chains offer a small relief from the task of making a meal: a task that often falls to the bottom of our proverbial “to do” list. However, upon closer examination, we have to wonder if the quick trip through the McDonald’s drive-through window is actually of real benefit to us.* While fast food may be convenient, it is a menace to our finances, our relationships and our health.

**These days a Big Mac, large Fries and a soft drink cost upwards of $30 for a family of four. Convenient? Yes. Cheap? Definitely not. Also, a meal consumed in a car on the way to a hockey practice or dance lesson does not allow much opportunity for family members to interact or debrief from their work or school days. Finances and relationships are not all that suffer. Our bodies will also eventually pay the price for over-consumption of cholesterol and calorie-leaden food.**