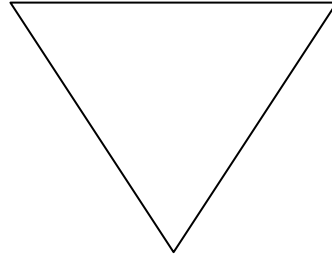
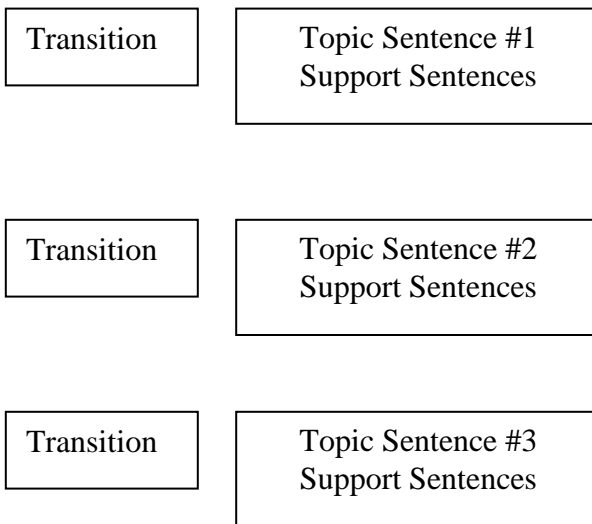


LEAD



BUILD-UP

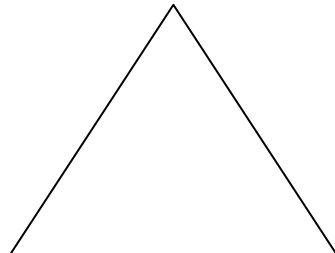


*Introductory Paragraph:* This starts with a lead (question, interesting fact, quote, anecdote) to gain the reader's attention. The last sentence in the introduction is the thesis, which contains the controlling idea of the essay.

The thesis statement contains two parts: the subject of the paper, and your opinion about or attitude toward the subject. A thesis statement cannot be a question, nor should it be a statement of fact.

*Body:* This should contain at least three paragraphs. In a paper to convince, the weakest reason should come first; the strongest reason should come last.

Wind Down



*Concluding Paragraph:* This paragraph sums up your ideas. You may restate the thesis; "clincher" sentences follow, giving the feeling of business completed or "closure" to the essay. Your concluding strategy should be different from your introductory strategy (if you used an anecdote in your introduction, don't use one in your conclusion).