

THE INTRODUCTION PARAGRAPH



PURPOSE

The introduction paragraph prepares the reader for your writing. It should **grab attention**, provide background information and clearly state your **main idea**.

FIRST IMPRESSIONS COUNT – HOOK, CONTEXT, THESIS.

A strong introduction sets the direction for your whole essay.

THE 4 KEY PARTS

- 1 HOOK**
Grab the reader's attention with something interesting.
- 2 BACKGROUND**
Give the reader the necessary context.
- 3 THESIS STATEMENT**
State your main idea or position clearly.
- 4 SIGNPOST (optional)**
Preview what your essay will focus on.



EXAMPLE INTRODUCTION (ANNOTATED)

In a world where teenagers spend more than seven hours online every day, it is no surprise that technology and social media shape the way they learn, communicate and think.

Over the past decade, digital platforms have transformed education and social interaction. They provide instant access to information, connect people across the globe and create new opportunities for creativity and collaboration.

While technology offers many advantages for young people, it also presents challenges that must be managed carefully. This essay will explore the positive impacts of technology and social media, examine the potential risks and suggest ways to achieve a healthy balance.

1 HOOK
Catch the reader's attention.

2 BACKGROUND
Provide context and important information.

3 THESIS
STATE YOUR MAIN IDEA.

4 SIGNPOST
Preview what you will discuss.

STRONG vs WEAK INTRODUCTIONS

WEAK ❌

- Technology is used by many people today.
- Social media is popular.
- I am going to write about the advantages and disadvantages of technology.

- ❌ Too general
- ❌ No context
- ❌ No clear main idea

STRONG ✅

- Approximately 70% of teenagers use social media daily, a figure that continues to rise.
- Digital platforms have transformed the way young people learn, communicate and build relationships.
- While technology offers many benefits, it also creates challenges that affect mental health and well-being.

- ✅ Engaging hook
- ✅ Relevant background
- ✅ Clear thesis statement

USEFUL SENTENCE STARTERS

HOOK

- Imagine a world where ...
- Did you know that ... ?
- In recent years, ...
- It is no secret that ...

BACKGROUND

- Traditionally, ...
- Over the past few decades, ...
- Many experts agree that ...
- Research shows that ...

THESIS

- This essay will argue that ...
- This essay will explore ...
- The main purpose of this essay is to ...
- I believe that ...

SIGNPOST

- This essay will first ..., next ... and finally ...
- The following discussion will consider ...
- In this essay, I will examine ...

COMMON MISTAKES

- ❌ Starting with a dictionary definition. (Too obvious)
- ❌ Giving too much background. (Related but not too long)
- ❌ Starting with "In this essay, I will ...". (Boring and overused)
- ❌ Not having a clear thesis statement. (Reader doesn't know your position)
- ❌ Writing about unimportant details. (Keep it relevant)



INTRODUCTION CHECKLIST



- I have a hook that grabs attention.
- ✅ I have provided necessary background information.
- ✅ I have a clear thesis statement.
- ✅ I have shown the reader what my essay will focus on.
- ✅ My language is formal and academic.
- ✅ My introduction is 4–6 sentences long.

CHALLENGE: IMPROVE IT!



Read the weak introduction below and rewrite it to make it strong using the 4 key parts.

Social media is used by a lot of people today. There are good and bad things about it. I am going to write about them.

- 1
- 2
- 3
- 4



A POWERFUL INTRODUCTION = A POWERFUL ESSAY.

Hook the reader. • Give the context. • State your main idea. • Guide the way.

