Your Name

Instructor Name

Course Number

Date

Discussion: Speech Communication

Introductions are like a main window of the shop: the writers have some space available to attract the customers (which are readers in this case) to their goods and services (the main subject of writing) and finally lure them into the premises of their shops (discussion). Once the readers are engaged in anything intriguing or fascinating, the writers then have to guide them towards a specific path in order to convince them to accept their arguments/findings (McLean 178).

If the writers succeed in capturing the interest of the readers right in the beginning, then there is a great chance that they will read the complete document with attention. The readers can be attracted in a number of ways. Some of the effective techniques to do so include:

* Using intriguing statements
* Appealing to their emotions
* Using imagery clauses

An introduction should start with an intriguing and engaging statement in order to captivate the readers’ interest. For example, while writing an essay on the lighting on footpaths of the campus, a good way to start it is with a powerful statement about the importance of the safety of students and how it leads to their success.

The word choice is also very crucial, specifically in the introductory paragraph. It is advised to use words that create images in the mind while reading them. It will immediately grab the reader’s attention. For example, while explaining the treatment of black people in his poem ‘Black and White’, Leonard Adam writes, “They lay like a catch in the plaza sun”. This statement helps in making a vivid imagination about the condition of black people. The phrase says that black men were lying on the ground like fish placed in front of the sun.

Another great approach for writing a good introduction is by researching the audience. Before writing any work, the writer should spend some time researching his audience; about their emotions, beliefs, thinking approach, likes and dislikes and then modify his introduction in accordance with that.

In her truly effective video on the writing of an introduction, Carolyn Mohr prohibited the use of quotations and definitions in the introduction of writing. Instead, the statements explaining the historical context of the topic(s) under discussion, should be included in the introduction. It will help intrigue and inspire the readers.

**Works Cited**

McLean, Scott. *Business communication for success*. Flat World Knowledge, 2010.