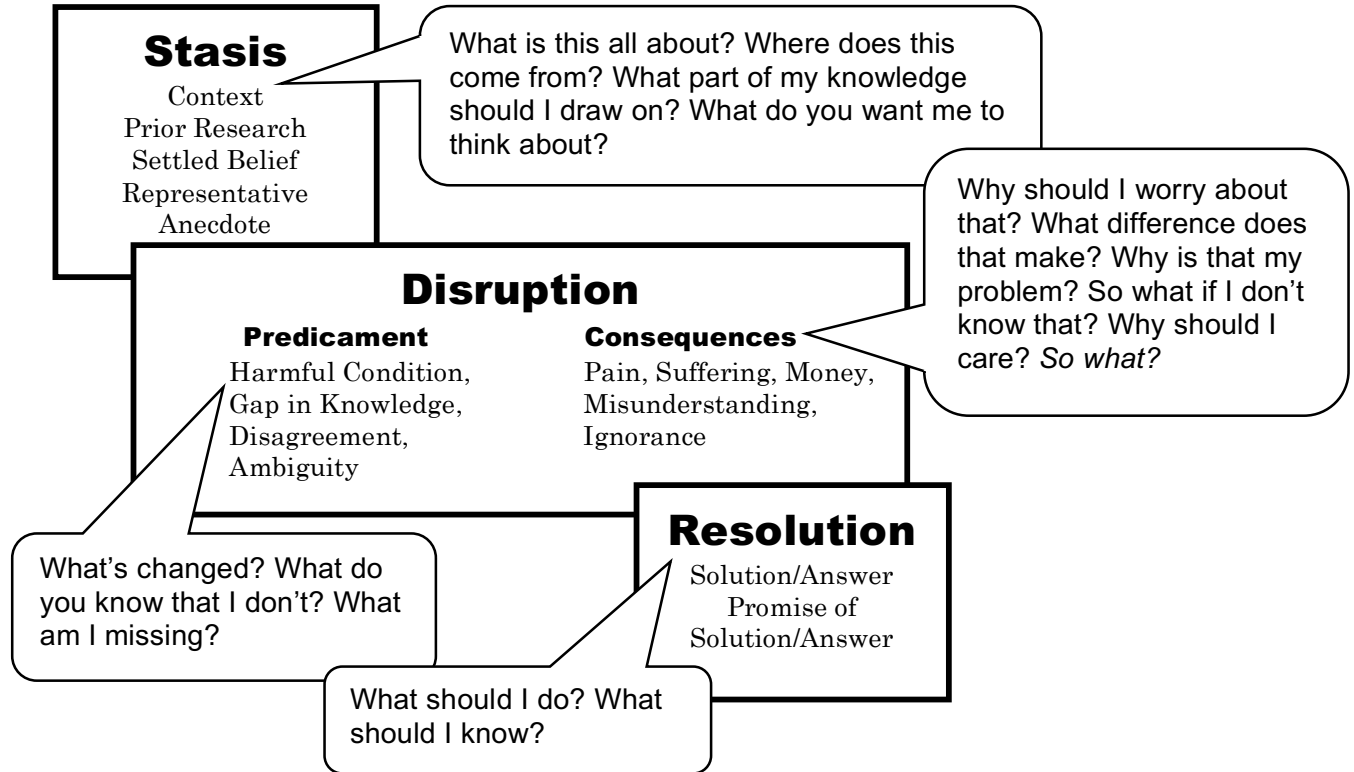


The Psychology of Introductions



Effective Introductions Translate This Psychology Into Specific Rhetorical Elements

COMMON GROUND
Current Situation*
Stable Context

What your readers think

Relevant information about your topic that your intended readers would accept as true and that sets up the essay's key terms, concepts, and players. Gives rise to the **destabilizing moment**.

"But..." "However..."

PROBLEM STATEMENT
Research Question*
Destabilizing Moment

What your readers need to know but don't

A statement of the problem or question that that destabilizes what your readers currently think: a **predicament** that has **consequences**, either in terms of the costs of leaving it unresolved or the benefits of resolving it.

CLAIM
Answer*
Thesis

What your readers should know

A statement of your preliminary **response** to the problem, including either a resolution of the problem or a promise of a resolution to come. Provocative, specific, and arguable.

* terms from Kate Turabian, *Student's Guide to Writing College Papers*