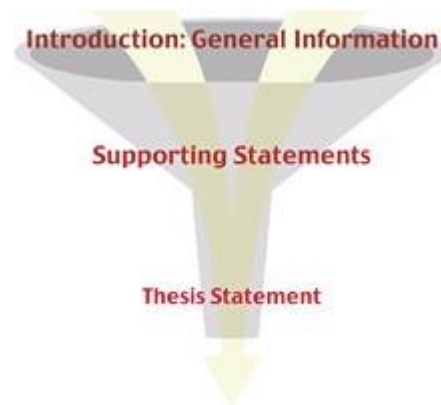


## Lecture 5: Types of Introductions

There are many ways to begin an essay. The following are four basic types of introductions: 1. *the funnel*; 2. *the turnabout*; 3. *the dramatic entrance*; 4. *the relevant quotation*.

### ➤ The funnel

The most used approach in planning an introduction is called "the funnel approach". It is called so because the ideas progress from the general to the specific just as a funnel is wide at the top and narrows at the bottom.



The approach is to open with a general statement about the topic and then goes gradually toward to the most specific thesis statement at or near the end of the introduction.

### ➤ *Example of Funnel Introduction*

Travelling to a foreign country is always interesting, especially if it is a country that is completely different from your own. You can delight in tasting foods, seeing new sights, and learning about different customs, some of which may seem very curious. If you were to visit my country, for instance, you would probably think that my people have some very strange customs, as these three examples will illustrate.

➤ **Comment**

In the first sentence, the writer introduces the general topic of "travelling to a foreign country", then he narrows down the topic to a more specific aspect: the customs of the writer's country. The thesis statement comes at the end with the central idea *strange*.

➤ **The Turnabout**

This type of introduction opens with a few sentences summarizing a point of view that is actually the opposite of the writer's own thesis. By the end of the introduction, the writer makes a complete *turnabout* and presents his or her thesis- the opposite of what he or she started about with.

➤ **Example of Turnabout Introduction**

We live in an era where television is the national pastime. With television, people spend more of their free time watching than doing anything else. Many agree that this pastime is not a bad one. Indeed, they argue that they can learn, but still I say that television is a waste of time.

➤ **Comment**

In the first idea the writer presents T.V as the national pastime; people can even learn from it but still, at the end of the introduction, he says that television is a waste of time. This is a **U-turn** in the writer's treatment of the subject.

➤ **The Dramatic Entrance**

In the dramatic entrance, the writer opens up his essay with a narrative, an anecdote, or a dramatic example.

➤ **Example of Dramatic Entrance**

On May 16, 1868, the intrepid explorer Frederick Cook made the following notation in his journal: “the winter and the darkness have slowly but steadily settled over us... The curtain of blackness which has fallen over the outer world of icy desolation has also descended upon the inner world of our souls... men are sitting about sad and dejected ... and ... all efforts to infuse bright hopes fail”. We now know that the members of the cook expedition were suffering from classic symptoms of winter depression known as seasonal affective disorder, or sad.

➤ **Comment**

The writer opens his essay by something sad, but interesting and inviting: the reader is interested to read; his attention is captured. This is what really matters!

### **1. The Relevant Quotation**

An essay with this type of introduction opens with a quotation by an authority on the topic or by someone who says something relevant to what is discussed in the essay. Sometimes writers begin with a famous quotation and then work it into the topic.

➤ *Example*

“The saffron is an arrogant flower,” saffron is the world’s most precious spice, often rivalling, ounce for ounce, the cost of gold. A pound of its tiny threads-the stigmas of this plant- currently costs well over \$2,000. There is such a demand for these little fibers the Spanish call “red gold” that virtually all that is grown will be sold.

➤ *Comment*

The writer starts his essay with a quotation to emphasise the importance of the topic and to attract more the readers’ attentions.