Introductions and Conclusions
How to start and end your paper

Introduction
Your introduction should:

- Provide an interesting opening, or “hook.” This could be a statistic, a question, an anecdote, or a quotation. The first sentence (green) of the sample introduction serves this purpose.

- Provide a thesis statement. This is a sentence that tells the reader what your argument is. Imagine yourself trying to convince the reader of something. What is that something? Your thesis statement might be something like, “Dogs are better than cats,” or, “Cultural Awareness is an important component of quality health care.” The thesis statement is in blue in the sample introduction.

- Provide a roadmap. How are you going to convince me that your thesis statement is true? What are the major points that you are going to cover? These points are listed in purple, orange, pink, and red in the sample introduction.

Sample Introduction:

There are more than 1000 types of cookies regularly produced in North America alone. However, among all of the different types of cookies, chocolate chip cookies are the best kind. Chocolate chip cookies have remained the top selling type of cookie since the 1960’s. They are produced by more different companies than any other type of cookie. Many people criticize chocolate chip cookies because they are unhealthy, however, because the recipes for chocolate chip cookies vary greatly, the chocolate chip cookie can be a healthy snack choice. Among cookie critics, chocolate chip cookies are more popular than other types of cookies.
Conclusion

Your conclusion should:

• Be a mirror image of your introduction. Your conclusion should respond to each point raised in your introduction. Note the colours on the sample introduction and conclusion. For example, the purple statement in the conclusion matches the purple statement in the introduction.

• Summarize each of the points that you included in the “roadmap” portion of your introduction.

• Restate and confirm your thesis statement (blue).

Sample Conclusion:

As shown by many surveys, chocolate chip cookies are clearly the number one choice of critics. The fact that chocolate chip cookies can also be made with applesauce, yogurt or zucchini, demonstrates that this cookie can be made as a healthy snack option. Because of their popularity, chocolate chip cookies are produced by more different companies than any other cookie, and they have remained the best-selling type of cookie for the past 50 years. It is for all of these reasons that the chocolate chip cookie is clearly the best kind of cookie.