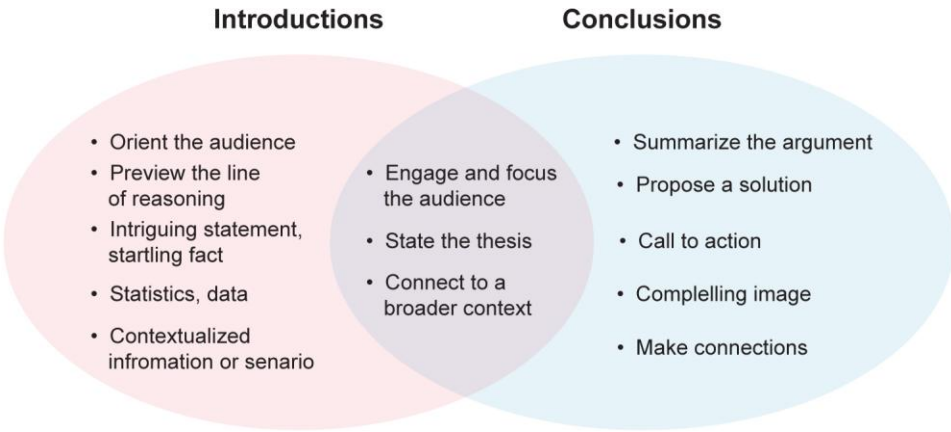
2.A Introductions and Conclusions

Authors use strategies to introduce and conclude their messages based on their purpose and the rhetorical situation. Introductions should orient the reader to the topic, preparing them to focus on the author's message. Conclusions should leave the reader with a sense of completeness in the message and an understanding of its importance.



Introductions

- Choose the best strategy for introducing a draft based on the rhetorical situation. Consider what details or clarifications the audience needs, what language and references will be most appealing to the audience, and how best to engage the audience with the topic.
- Avoid introductions that draw the audience's interest but do not fit well with the rest of the passage. For example, an introduction that questions whether Shakespeare plagiarized some of his works might draw readers' attention, but it would not be appropriate for a passage that discusses whether an anonymous writer published works under Shakespeare's name.

Conclusions

- Select the best way to conclude a draft by considering how best to emphasize the message so that the audience will understand its importance or be ready to act.
- Avoid adding ideas that begin a new point or contradict the message.

Activity: Selecting the Most Effective Introductions and Conclusions

Read the following passage and then determine whether the author should make changes to its introduction and conclusion. Read each question and consider the proposed change. Then, click the your selected answer to reveal a rationale for the suggested answer.

Young people today are beginning to look at a popular pastime in a more serious manner. One prominent career avenue is that of professional gaming, where skilled players compete at the highest levels in tournaments with substantial cash prizes. These esports athletes, often backed by major organizations, not only earn a living through their prowess but also garner fame and sponsorships. As the industry continues to grow, so does the demand for professionals in various roles, ranging from coaches and analysts to event organizers and marketing specialists.

Beyond the competitive gaming sphere, the esports industry offers related career paths. With the rise of livestreaming platforms, content creation has become a lucrative endeavor. Streamers and content creators entertain and engage audiences while monetizing their content through ads, donations, and subscriptions. Additionally, the industry demands experts in areas such as game development, esports management, and marketing. As companies invest heavily in esports, opportunities for professionals with skills in business development, event planning, and brand management are abundant.

Moreover, the esports industry has witnessed a surge in traditional sports partnerships, opening doors for professionals with a background in sports management, law, and marketing to transition into this dynamic field. Esports franchises, akin to traditional sports teams, are forming leagues, attracting investors, and building fanbases. As the industry continues to evolve, individuals with a diverse set of skills will find numerous avenues to contribute and thrive in the dynamic landscape of esports.

Introduction: Should the writer replace the first sentence with the following statement?

The esports industry has burgeoned into a global phenomenon, presenting a myriad of professional opportunities for individuals passionate about gaming and technology.

Yes No

Conclusion: Should the writer replace the last sentence with the following statement?

It should be noted, of course, that a career in esports is not guaranteed and those seeking to enter the industry face tremendous competition.

Yes No