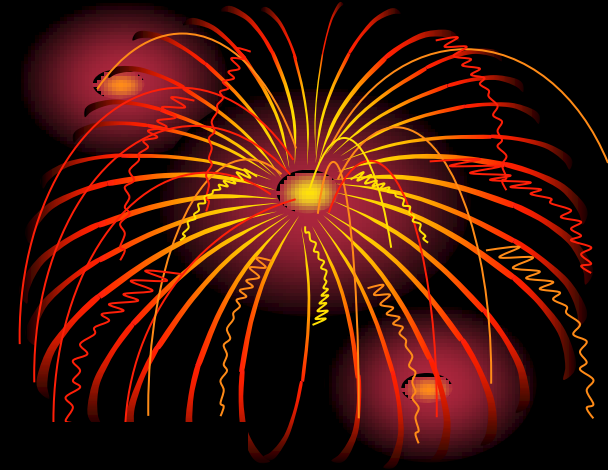


Attention-Getters



ATTENTION

It's amazing how far some people will go to get it



Capture Your Audience's Attention

Have you ever heard someone described as “great— once you get to know him”?
First impressions are important. What first impressions do *these* people give?



Attention Getters: Bait Your Hook and Lure 'Em In



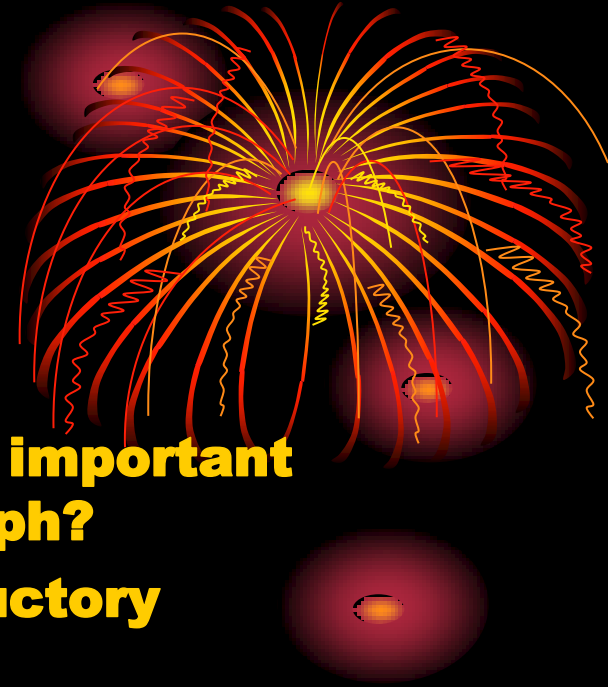
- **An ATTENTION-GETTER (A-G) is:**
 - **The first part of the introduction**
 - **Must grab the attention of readers to entice them to read on.**
 - **Most A-G's are at least 2-4 sentences**
 - **You must lead from the attention-getter smoothly into the rest of the introduction, which leads to the thesis statement.**
 - **The goal is to funnel down smoothly so that the A-G doesn't lose its power.**

Tips to Remember



- **Introductory paragraph might be written later**
- **Thesis statement must be written before you start so that the focus is clear.**
- **Thesis is always at the end of the introduction.**
- **Strong introduction = Full-circle Ending**

Be listening for:



- 1. Why is the Attention Getter such an important element of the introductory paragraph?**
- 2. What should the bridge of an introductory paragraph do?**
- 3. Why was the quote revealing the teenage girl's feelings on an embarrassing picture an effective attention getter?**
- 4. What is the proper order for the three components of an introductory paragraph?**
- 5. What makes a thesis statement strong and effective?**

- <http://education-portal.com/academy/lesson/essay-introduction-write-a-thesis-and-capture-your-audience.html#lesson>

3 Questions/ Rhetorical Question

A rhetorical question is a statement in the form of a question. You ask a rhetorical question to make a point, not to get an answer.

Examples:

- **What's more important: Driving as soon as possible or saving lives?**
- **Is it true that bigger is always better? Could it be that society's insatiable desire for more is in many ways giving people less? Once society has accepted the premise that more choice is better, is it possible to reverse that trend? For small, local, family-owned businesses, more and bigger has been anything but better.**

Remember:

- **Question leads can be useful in grabbing attention, but they are rarely as effective as other types of leads in terms of clearly and concisely providing the main point of a story. In this case, the second paragraph must carry a lot of the weight that would normally be handled in the lead.**



Fact/Statistic

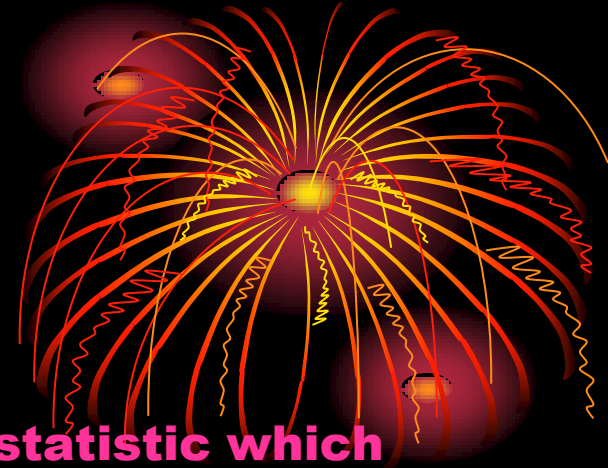
A surprising fact is an interesting piece of information that your readers aren't likely to know. It's a statement that will make your readers say, "Really?"



Examples:

- **Nearly 1/3 of the population of Europe was killed by the plague.**
- **The rate of crashes for 16-year-old drivers is almost 10 times the rate for older drivers.**
- ***The pentagon has twice as many bathrooms as are necessary.*** The famous government building was constructed in the 1940s, when segregation laws required that separate bathrooms be installed for people of African descent. This building is not the only American icon that harkens back to this embarrassing and hurtful time in our history. Across the United States there are many examples of leftover laws and customs that reflect the racism that once permeated American society.

Fact/Statistic – cont.



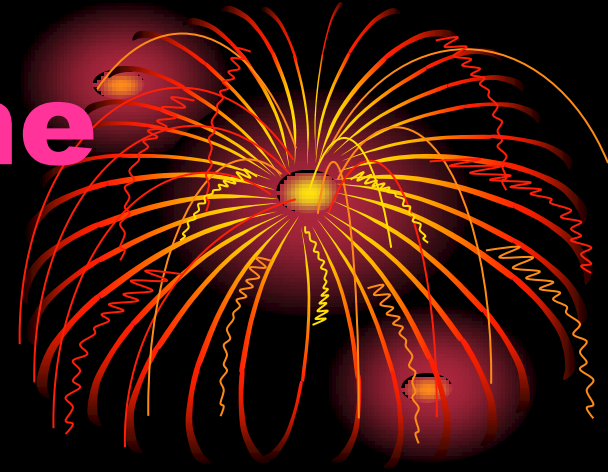
- **Start with a startling statement, fact, or statistic which will arrest the readers' attention to set a tone - surprise, horrify, anger, or amuse them into reading more. Use exaggeration where appropriate but don't be obnoxious.**
- **The bodies piled up in the streets of London, untouched, uncared for, mourned by the frightened masses that were left behind wondering when it was going to be their turn to die.**
- **Imagine a line of dead and mangled bodies stretching for twenty-five miles—25,000 corpses. That is the number of victims of drunk driving every year. It is hard to believe that the number is increasing in spite of the ads and community awareness efforts. The time has come to take more specific measures to get drunk drivers off the road.**

Figurative Language



- **The Black Death swept across the land like a broom brushing away people as it would dirt.**
- **George felt worn out and useless- just another broken fan belt, a burst radiator hose, a stripped wing nut.**
- **The bell screams for the students to return to class, but his calls are left unanswered.**

In the Middle of the Action/Verbal Picture/Anecdote



- An anecdote is a short story. It can be a story about your own experience or someone else's experience. Use an anecdote to make a point.
- Use sensory details to describe a scene, giving your reader an immediate sense of time and place.
- **The trebuchet cranked back slowly, then released suddenly, launching the stone up and over the walls of the city.**

In the Middle of the Action/Verbal Picture/Anecdote (cont.)



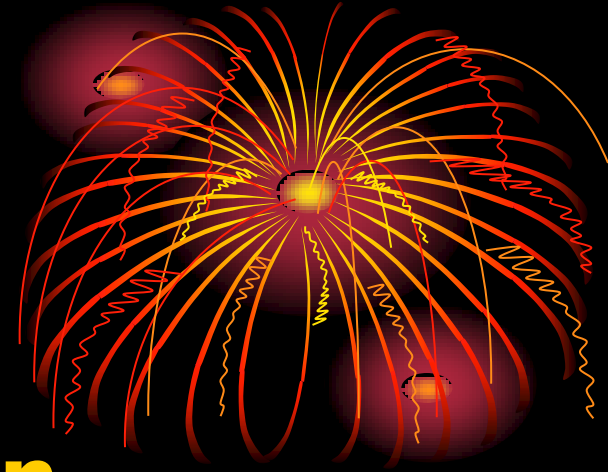
- **Volcanoes spewed gases into the sky. As heat and gas rose into the atmosphere, massive clouds formed, blotting out the sun. From one end of the globe to the other, lightning storms cracked and flashed. This is what the earth was like four and a half billion years ago. As if that scene is not amazing enough, it is even more surprising that scientists know this. The techniques they use to establish theories like this are fascinating.**

In the Middle of the Action/Verbal Picture/Anecdote-cont.



- The young driver turns up the stereo louder and smiles as he dreams of the fun he had at the party—plenty of good music and beer. Suddenly, a tree appears from out of nowhere. He grabs at the wheel to turn the car. Headlights swerve in the darkness. But it is too late. A patrol car screams to find the twisted body of another kid who drank and drove. Teenagers need to understand the effects of alcohol on their adolescent bodies.**

Definition



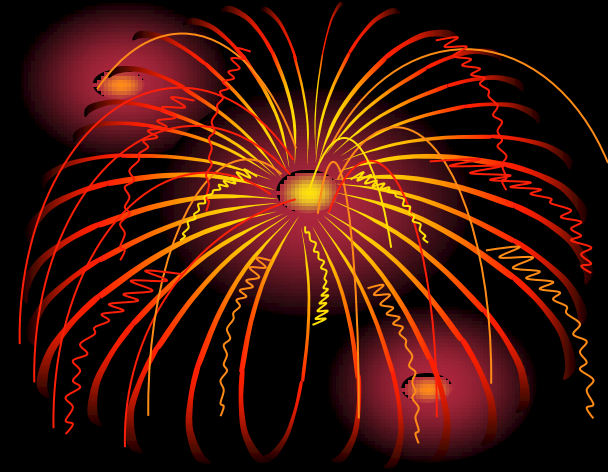
- **The Black Death was an unstoppable disease caused by the fleas carried by the rats that cohabitated with the people of Medieval Europe.**

Quote/Dialogue

- **“I see there’s been no improvement,” the apothecary sadly admitted, looking at the small girl trembling and sweating with fever before him.**
- **“We were always together, but not as much after she got her license,” Gayle Bell says. “If I could bring her back, I would lasso the moon.” Bell’s 16-year-old daughter, Jessie, rolled her car into a ditch and died in 2003.**



Quotes



FAMOUS PERSON:

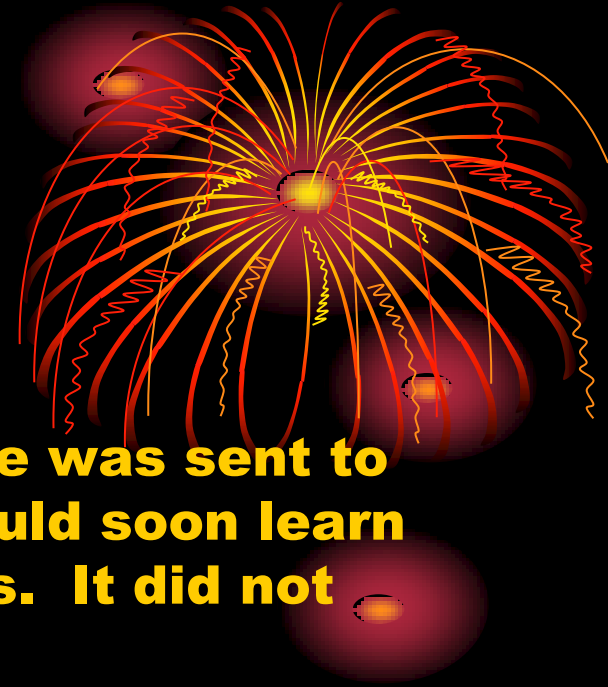
- **Beloved American author Mark Twain once said, "Man is the only animal that blushes... or needs to." My brother is living proof of this observation. He has perfected the art of "putting his foot in his mouth" on any occasion.**
- **"I never forget a face, but in your case I'll make an exception." Groucho Marx was a master of insults that most found hilarious, as long as the jibes were not directed at them. So make sure no one says this to you because you are not enhancing your best facial features. Applying makeup correctly every day can keep the Grouchos away.**

Staccato Three Word Lead

- **Rats. Sewers. Filth. London**
was not a city of great cleanliness.
- **Square roots. Common denominators. Quotients and remainders. Some kids just cannot work up much enthusiasm for the study of math.**



Contrast



- **Some people believed that the Plague was sent to punish the evil on Earth, but they would soon learn that the disease knew no such ethics. It did not distinguish its victims.**
- **A third-grade class gallops through a daisy-filled meadow with butterfly nets. A ninth-grade Latin class floods the zoo for a lesson in scientific names. High school seniors ride the Demon at Great America for physics class. A field trip may look like time set aside for fun and games, and most students prefer them to regular classes, but serious examination will show that they educate in a way textbooks and lectures never can.**

Contrast (cont.)

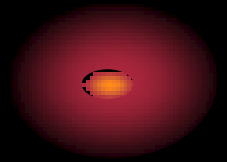


- **Last summer, students aged 7-13 spent an average of seven hours a week playing video games in shopping arcades or on home computers. But this fall, those same students may spend twice that much time playing video games that teach math and physics. It is part of a new free online education program for grades K-12. The interactive teaching games, available at no cost to school systems nationwide, are designed to make learning fun**

A-G + Bridge + Thesis



- **Attention-Grabber**
 - Grabs your reader's attention in a fresh, original way
- **Bridge**
 - Offers some relevant background
 - Helps the reader see why you are focusing on this topic
 - Transitions to the thesis
- **Thesis**
 - Concludes with a clear statement addressing the topic, the central claim, and the supporting claims



A-G + Bridge + Thesis



(AG) At eighteen, Michelle had a lifetime of promise in front of her. Attending college on a track scholarship, she was earning good grades and making many friends. Then one night her life was forever altered... **(Bridge)** Michelle's story is not isolated. Each year countless lives are lost due to drunk-driving accidents. Families across the country mourn the loss of the lives of loved ones taken too soon. Millions more are left to cope with debilitating injuries. **(Thesis)** Because drunk driving can result in unnecessary and premature deaths, permanent injury for survivors, and billions of dollars spent on medical expenses, drunk drivers should face stricter penalties for driving under the influence.

Thumbs Up or Thumbs Down



- 1. One dark summer night in 1849, a young woman in her 20's left Bucktown, Maryland, and followed the North Star. What was her name? Harriet Tubman. She went back some 19 times to rescue her fellow slaves. And as James Blockson relates in a 1984 issue of *National Geographic*, by the end of her career, she had a \$40,000.00 price on her head. This was quite a compliment from her enemies (Blockson 22).**
- 2. Have you ever heard of a railroad with no tracks, with secret stations, and whose conductors were considered criminals?**
- 3. Do you think slavery is bad?**
- 4. Today, Kobe Bryant's talents are worth millions, but in 1840 the price of a human life, a slave, was worth \$1,000.00.**

Different introductions for the same topic sentence.



- **MIDDLE ACTION:** And they're off. It's another desperate struggle to beat the bell. Although packrats are rare in Wisconsin, you will find them in every high school, scrounging through their lockers. The lockers of this species are disasters.
- **TONE/HUMOR:** Newspaper Headline: High School Evacuated Due to Mysterious Respiratory Illness. Yes, you should feel guilty. It's not a virus going around. It's the stench from your locker. Particles of God-knows-what are sent into the air every time you open the metal hope chest-you're hoping it will be magically cleaned. Lockers of high school kids can be disaster.
- **ANECDOTE:** Quincy LaRue had disappeared from school. That night the custodian heard a frantic rapping and muffled yelling. He opened the locker to find Quincy pale, emaciated, and generally annoyed. His parents were at first relieved and then upset at what happened. While looking frantically for an important math assignment, Quince had fallen head first into the messy locker, passing out as he hit his head on the hooks, and an unsuspecting passerby slammed the door shut. Surprisingly, incidents like this are common. Thousands of high school students' lockers are disasters.