



Palm Beach Atlantic University  
Center for Writing Excellence

## FORMATTING INTRODUCTION PARAGRAPHS

**Hook:** The purpose of the hook, or opening sentence, is to get the attention of the reader. Catching the reader's attention with an intriguing introduction gets him or her excited about reading the paper. The hook can be the author's own words, it can contain a quote, or it can simply be an interesting fact/statistic (but remember to cite!).

Example: *The remedy for boredom and laziness has been found in the form of one toy.*

**Content:** Introduce the topic in a general to specific format. Typically, it contains at least three sentences.

Example: *Toys have been around for children to play with since the beginning of history. Today, bouncy balls are favorite toys of children all over the world. These balls come in colors ranging from solid black to rainbow.*

**Thesis Statement:** This sentence introduces the specific focus of the paper and will be supported by the body paragraphs. It should be a statement that is both arguable and original. The author will also introduce the supporting evidence that will appear in topic sentences at the start of each paragraph in the body of the paper.

*Green bouncy balls are the best balls for children of all ages to play with.*

**Transitional Sentence:** This sentence closes out the introduction and leads into your first body paragraph. Its purpose is to lead the readers to the supporting details, rather than solely bouncing from introducing the information to supporting it.

Example: *It is an innate sense in human beings to be attracted to bright moving objects, naturally making a green bouncy ball an exciting toy.*