

EFFECTIVE CONCLUSIONS

THINGS TO AVOID

- Beginning the introduction with the words “In conclusion...”
- Offering the reader a recap of the essay. Treat the reader with respect and assume that, one minute later, she can remember the arguments of your paragraphs. There is no need to restate the major points of the essay in detail.
- Restating the exact thesis or introduction.
- Ending on a weak or apologetic note.
- Leaving the conclusion unfinished. Even if it will be short or incomplete, manage time well enough to end clearly.

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END ESSAYS WITH STRENGTH

- Provide a call to action: provide the reader a reason to embrace the argument of the essay, with a call for personal action or action by broader society.
- Use rhetorical devices for purpose: the conclusion is an ideal place to hit the reader with an interesting use of anaphora, epistrophe, or any of the other devices.
- End with strength: too many introductions end with weak language and repetition. An effective conclusion should leave the reader feeling challenged and interested. First and last impressions matter.



CONCLUSION STRATEGY

3-4 SENTENCES: BUCK STOPS HERE

- Bookend the hook from the introduction: one-two sentences that tie off the story or refer back to the specific statistic provided.
- Offer an **Uber Summary**: one sentence that captures the thesis and the arguments advanced in the piece. This is ideally connected to the hook.
- Provide a Call to Action: one sentence that gives the reader or society a step she/it can take to improve the problem identified in the piece.
- **Know Your Rhetorical Devices**: show off your knowledge of rhetorical by including a powerful use of a device.

BOOKEND HOOK

Years later, though he has completely recovered from the devastating injury he received on the football field, Randy Hussey still cannot remember the hit he suffered, the reaction of the crowd, or the horrified response from his parents. While sports played a critical social role for Randy, the damage they did to his health and academic standing, like they've done to so many other students, means we must end the focus on sports in our schools. It's time for American school districts to return to what matters, providing an education for our students that doesn't threaten their well-being or their futures.

CALL TO ACTION

POWER SUMMARY