

12/4/23

## **Introduction**

- Introduces claim/thesis
- Engages reader
- Sets the tone of the passage and provides context/background info
- Informs the reader about how the question will be answered
- Good intros include:
  - Shorter tends to be better
  - Question is answerable
  - Intriguing
  - Stays on topic

12/8/23

## **Central Insight**

- Gives story a direction to follow so that readers know what they are reading and what to take away from story
- Gives a call to action, tells readers what to do with information
- Maintains the focus of the story
- Is basically the main idea of the story
- Lets you know how much and what data you need to collect and analyze
- Good central insights include:
  - Clear/Simple and actionable
  - Relevant to audience
  - Comprehensive; answers big question
- What to avoid:
  - Unclear
  - Drawn out/includes multiple messages
  - Not actionable
  - Biased
  - vague/doesn't fully answer the question