

## Content - Development - Introduction

The Content - Development analysis identifies paragraphs that might be improved by adding more development, more concrete and specific development.

## Writer's WorkBench

### Attention

Use the buttons in the WWB Toolbar at the right of the screen.

Type your name in the brackets.

[ ]

Copyright © M. M. Brown 1999 – Second Edition 2002

### READ

1. Read the information in the box in the **READ** column.

1. If you start your introduction with a **quotation**, you might add  
⇒an example or examples ⇒another quote  
and you should include a transitional sentence.

Subject: Criteria/ points employers use to evaluate their employees

\*\*\*\*\*Introductory Paragraph\*\*\*\*\*

"I've met a few people in my time who were enthusiastic about hard work. And it was just my luck that all of them happened to be men I was working for at the time." That view belongs to Bill Gold, but most employees would echo his words. Sally Stricker would. Sally worked as an assistant to Mel Goshen, the sales manager for a computer company. Did she work? She worked from 7:30 in the morning until often 7:00 or 8:00 in the evening. She mailed out new brochures to the sales staff; she kept records on each person's sales; she wrote reports to Mel Goshen; and she wrote reports that Mel Goshen should have written. She, in fact, did most of Mel Goshen's work. She worked hard! And that's what the man she worked for wanted: hard work. Franklin P. Jones agreed with Gold when Jones said, "Most people like hard work. Particularly when they are paying for it." Employers do have a right to expect hard work, but what criteria do most employers use in their evaluations of those who work for them? Most employers' evaluations center on their employees' attendance, productivity, and attitude.  
[Thesis Sentence]

### RESPOND

2. Then, respond as directed in the **RESPOND** column.

1. Direction: In the [ ], type your answer to each question.

a. How does the Sally Stricker- Mel Goshen example add to the reader's understanding of the quote by Bill Gold?  
[ ]

b. What does the quote by Franklin P. Jones add to this introduction?  
[ ]

c. The question serves as a transition from the attention-gaining material at the beginning of the paragraph to the thesis sentence. How is that transition built? By using the words [h ] [w ] from the quotation and the word [e ] from the Thesis Sentence.

A writer can build a Transition Sentence between the "attention-gaining" part of the Introductory Paragraph and the Thesis Sentence by writing a sentence that includes –

- A word from the last sentence in the "attention-gaining" part of the introductory paragraph and
- A word from the Thesis Sentence.

d. From the thesis sentence, the reader can learn that the subject of the composition is [ ] and that the topics of the paragraphs are [ ], [ ], and [ ].

Click <Next Page> button.

1. a. Sally's job demonstrates the meaning of "hard work," and Mel Goshen exemplifies the employer who wants "hard work" from an employee. The example makes the quote "come alive" and helps the reader see a specific application of the quote.

b. It supports/reinforces Gold's quote and again generalizes after the example. It brings the reader's mind back to what those people who pay employees expect.

c. hard work evaluations

d. Subject: Employers' evaluations

Topics: attendance, productivity, and attitude

2. Now, it's your turn. Use the following directions to complete the introductory paragraph in the right (the Respond) column. This paragraph will begin with a quote by Irving Berlin.

Subject: Popular music

#### Directions

- a. In [1 ], create an example/story about a situation in which a teenager's parents complain about a current piece of music (name it) that the teenager likes but that the teenager's parents don't like. Use the teenager's name.
- b. In [2 ], create an example/story about a situation in which a teenager complains about a song that his or her parents like but that the teenager dislikes. Use the same teenager's name.
- c. In [3 ], write an explanation of what makes music considered popular in any time period.
- d. In [4 ], add the following quotation by Giuseppe Verdi: "I adore art . . . when I am alone with my notes, my heart pounds and the tears stream from my eyes, and my emotion and my joys are too much to bear."
- e. In [5 ], write a Transition Sentence. Use "heart pounds" and "popular today."
- f. In [6 ] write a Thesis Sentence, identify the subject "popular music," and name three kinds of music that are considered popular today.

2. Subject: Popular music

#### Introduction

Irving Berlin once said to Cole Porter "Listen, kid, take my advice, never hate a song that has sold a half-million copies." Apparently, many parents of teenagers either do not know or do not agree with Irving Berlin's opinion. [1 For example, ] At the same time, teenagers often show their disdain for popular music of their parents' era. [2 Just as (teenager's) parents disliked today's music, (teenager) dislikes (name of song) that (his or her) parents like.] [3 Music in any time period is considered popular if ] [4 ] [5 ] [6 Today, young people consider ]

Click <Next Page> button.

3. If you start your introduction with a simile or a metaphor, you will add

⇒ **points of comparison**

Note: The reader does not need a transition sentence in this introductory paragraph because the words “pet peeves” and “pebbles” occur in the last sentence of the attention-gaining material and in the thesis sentence. The reader needs no other transition.

**Subject: Pet Peeves**

**Introduction**

Pet peeves are like a pebble in one's shoe.

**Just as one with a pebble in his or her shoe may have no idea of how the pebble got into the shoe, a person with a pet peeve may not know where he or she developed the grudge against a particular act . Furthermore, in the same way that a pebble aggravates the wearer of the shoe, the pet peeve, once it is in place, continues to irritate and annoy its owner. Even as the owner of the shoe with the pebble must untie the shoe, remove the shoe, find the pebble, and remove the pebble to rid him or herself of the annoying pebble, a person with a pet peeve must go through disciplinary steps to rid him or herself of the pet peeve. My pet peeves, the pebbles in my shoes, include people who have bad table manners, telemarketers who call at mealtime, pets that impose themselves on guests, and equipment that stops working at crucial moments.** [Thesis Sentence]

3. Direction: In the [ ], type your answer to the question.

- a. A metaphor compares two unlike items or ideas without the words “like” or “as.” A simile compares two unlike items or ideas and includes the words “like” or “as.” What is the simile that the writer develops to gain the reader's attention? [ ]
- b. The writer develops the simile by comparing the person's knowledge of how they both [ ], how they [ ], and how to [ ] oneself of them (pet peeves and pebbles).
- c. What details did the writer give about ridding oneself of the pebble in one's shoe? [ ]
- d. Is there a “transition sentence”? [ ] Yes [ ] No Why or why not? [ ]
- e. What is the subject that is identified in the thesis sentence? [ ]
- f. What are the topics of the body paragraphs?  
[ ]  
[ ]  
[ ]  
[ ]

Click <Next Page> button.

4. Now, it's your turn. Use the following information to complete the introductory paragraph in the right (the Respond) column. The paragraph is based on a simile.

Subject: Values of Pets

Directions:

- a. In [1 ], create a sentence comparing the varieties of Christmas trees (Balsam, White Pine, Spruce, Fir) to the breeds of dogs (Collie, German Shepherd, Scottish Terrier, St. Bernard)
- b. In [2 ], create sentences on how the beauty of each is in the eye of the beholder. Compare one family's preference for a tree with homemade paper and popcorn decorations to another family's preference for a tree with elegant gold balls and crystal lights and compare those families' decoration preferences to one pet owner's preference for an English bulldog and another's preference for a French poodle.
- c. In [3 ], create sentences about the enjoyment a Christmas tree provides and about the enjoyment a pet dog can provide.

Note: No transition sentence is needed.

- d. In [4 ], write a sentence that names three or four of the qualities/benefits of a pet dog.  
[Thesis Sentence]

4. Subject: Values of Pets

#### Introduction

Pet dogs are like Christmas trees. [1 Just as Christmas trees come in ] [2 The beauty of Christmas trees and the beauty of dogs are in the eye of the beholder. Some people prefer a tree decorated with homemade paper and popcorn decorations while others like elegant gold balls and crystal lights. In the same way, some dog owners ] [3 While a family sits around a Christmas tree, they enjoy Likewise, a family with a pet dog enjoy ] [4 Certainly, a family may find that a pet dog has (or "offers") ]

Click <Next Page> button.

5. If you start the introduction with a NARRATIVE [a story], you might add –
- ⇒ details that appeal to the senses of sight, smell, sound . . . .
  - ⇒ specific details (numbers, names, vivid descriptions)
  - ⇒ colorful verbs

Subject: Types of Rewards

Introduction

Four-year-old twins Sam and Samantha tried to sneak in the back door into the kitchen where their mother was baking chocolate chip cookies. However, when their mother saw them with yellow clay mud on their hands and faces, she put her hands on her cheeks and declared, "You two are a mess. Get to the bathroom and wash your hands and faces---right now." Because the twins recognized the stern quality of her voice, they scurried to the bathroom. Ten minutes later, they joined their mother in the kitchen to show her their clean hands and faces and told her they had checked each other before they came back. Their mother put her arms around them, hugged them tightly, and handed them each a warm, sweet-smelling chocolate chip cookie. What a reward, a hug and a chocolate chip cookie. Ten years later, Sam and Samantha again came into the kitchen; this time, they bounded in. This time they were a soggy mess from washing their mother's car. As they came into the kitchen, they shouted, "Mom, we washed and polished your car." This time their mother didn't notice the mess; she knew they could clean themselves up; but she was thrilled to have a clean and shiny car. Without doubt, the twins and their mother enjoyed all of their rewards. In fact, most adults and children recognize and enjoy three kinds of rewards: material rewards, physical rewards, and emotional rewards. [Thesis Sentence]

5. Direction: In the [ ], type your answer to each question.

- a. Which three of the details that appeal to the senses do you think are most effective?

[ ]  
[ ]  
[ ]

- b. Which three of the specific details did you enjoy most?

[ ]  
[ ]  
[ ]

- c. Which two of the verbs might you not have thought of using?

[ ]  
[ ]

- d. What is the Transition Sentence?

[ ]

- e. What is the subject of the composition? [ ]

- f. What are the topics that will be covered in the body paragraphs?

[ ]  
[ ]  
[ ]

Click <Next Page> button.

6. It's your turn again. Use the following information to complete an introductory paragraph based on a narrative, that is, a story.

Write your introduction in the Respond column.

Subject: Causes of fear

**Directions**

- a. In [1 ] create a detailed scary story about a five-year-old child [Rob] who is experiencing fear of shadows and sounds that he thinks he sees and hears when he has been put to bed for the night. Add at least three sentences.
- b. In [2 ] write sentences that explain not only that children like Rob have fears but that many adults have fears even though they may not fear shadows and the dark.
- c. In [3 ] write a sentence that names three or four causes of fear in adults, for example, superstitions, failure, other people, job loss, and threatening situations in life. **[Thesis Sentence]**

Whatever method you use to gain your reader's attention at the beginning of the introductory paragraph, use specific, concrete, and colorful details to build the content of the paragraph.

If the Writer's Workbench Development program suggests that your introductory paragraph needs more development, identify places that would benefit from additional vivid detail. The Writer's Workbench analysis programs *Abstract* and *Vagueness* can help you identify those words that may profit from the support of examples and colorful details.

6. Subject: Causes of fear

**Introduction**

[1 Rob's mom had read him a story about elves and gremlins, kissed him goodnight, turned out the light, and closed the door. Darkness surrounded Rob. ] [2 ] [3 ]

**THE END**

**Mariestelle M. Brown  
North Iowa Area Community College**