Shape, rectangle

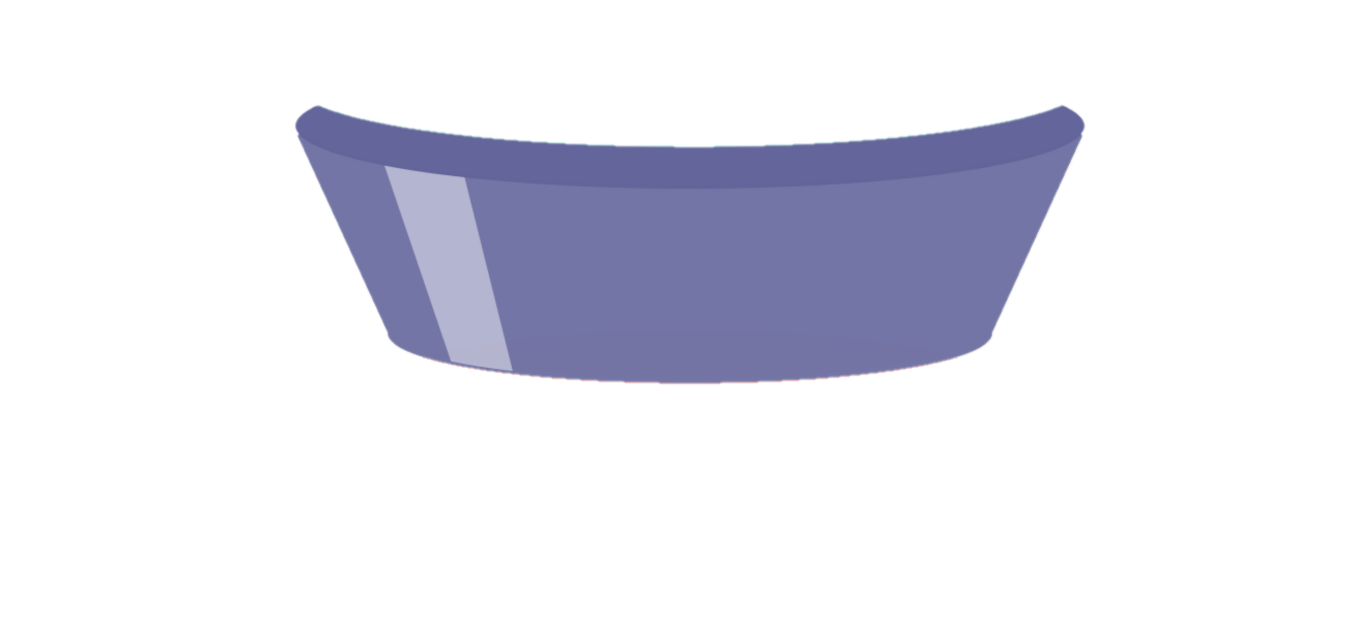
Description automatically generatedA picture containing diagram

Description automatically generatedA picture containing tableware, dishware, cup, bowl

Description automatically generated

**Consider the Following Here:**

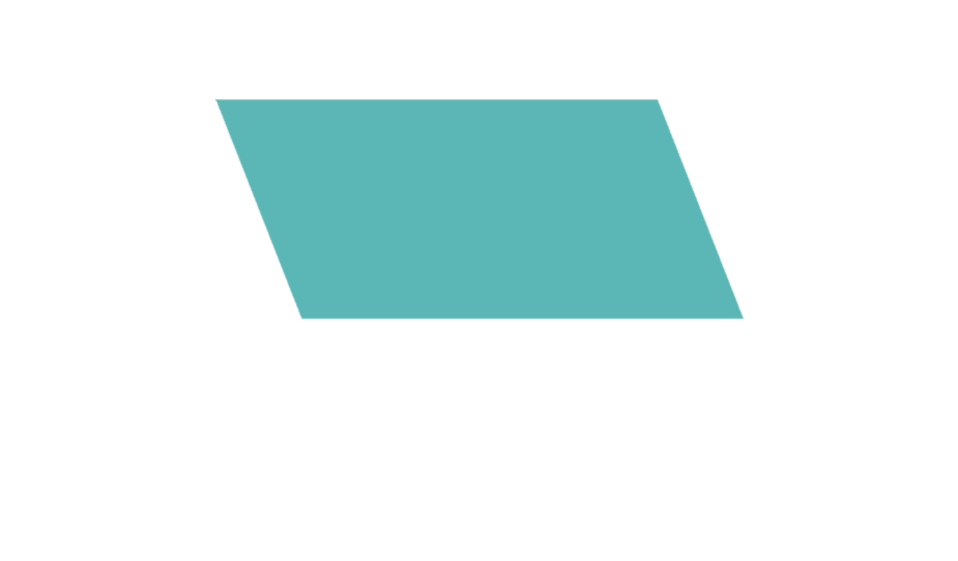
Answering “reporter” questions like: who does the issue affect, how big is the problem, where does it manifest, etc. will aid the reader in understanding the main ideas being covered



**Body A:**

**Frame the Issue Broadly**

* **Discuss** the scope of the issue
* **Provide** needed background
* **Place** the issue in context



* **State** the essay’s main point

What is your thesis? What are the key points your reader shout start this essay knowing?

* **Articulate** its significance

Why is this issue important and to whom?

* **Indicate** an answer exists

**The Funnel**

**Identify the Issue**

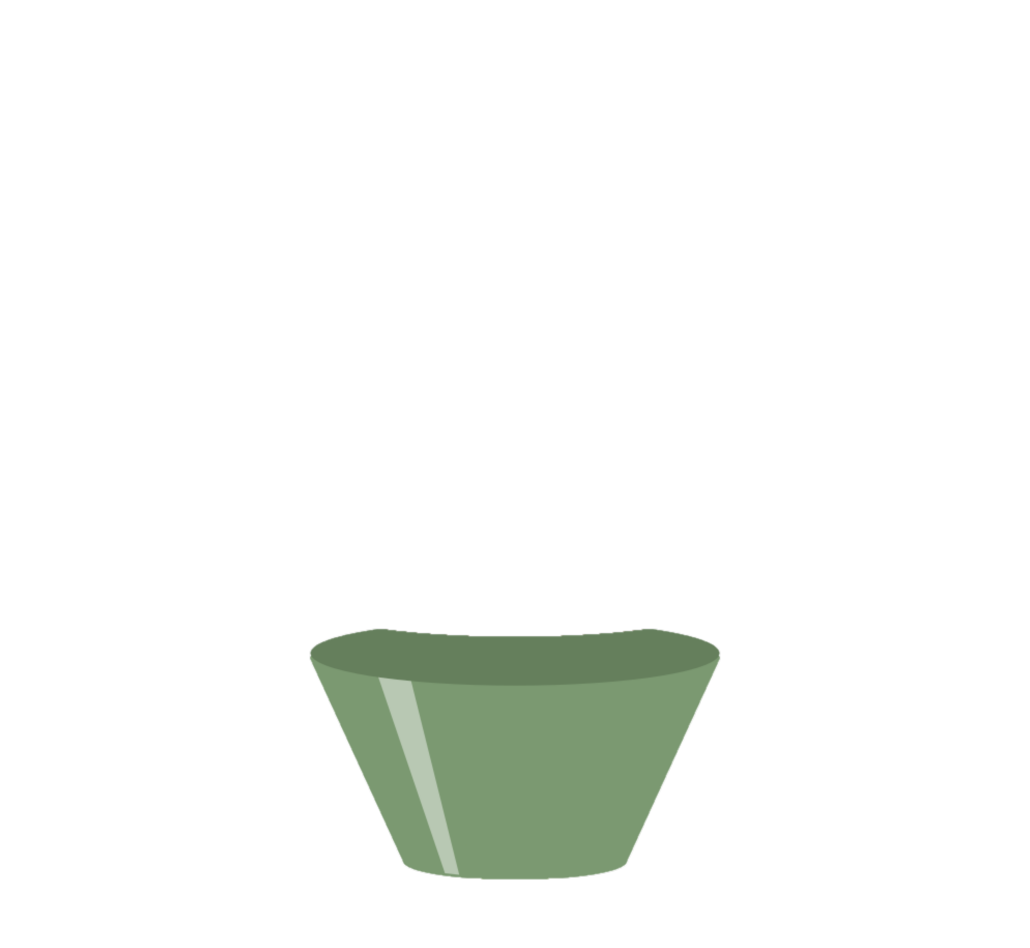
**Introduction**

A picture containing diagram

Description automatically generated

**Consider Here:**

Being clear and direct will help readers to understand the main point of the essay



**Body C:**

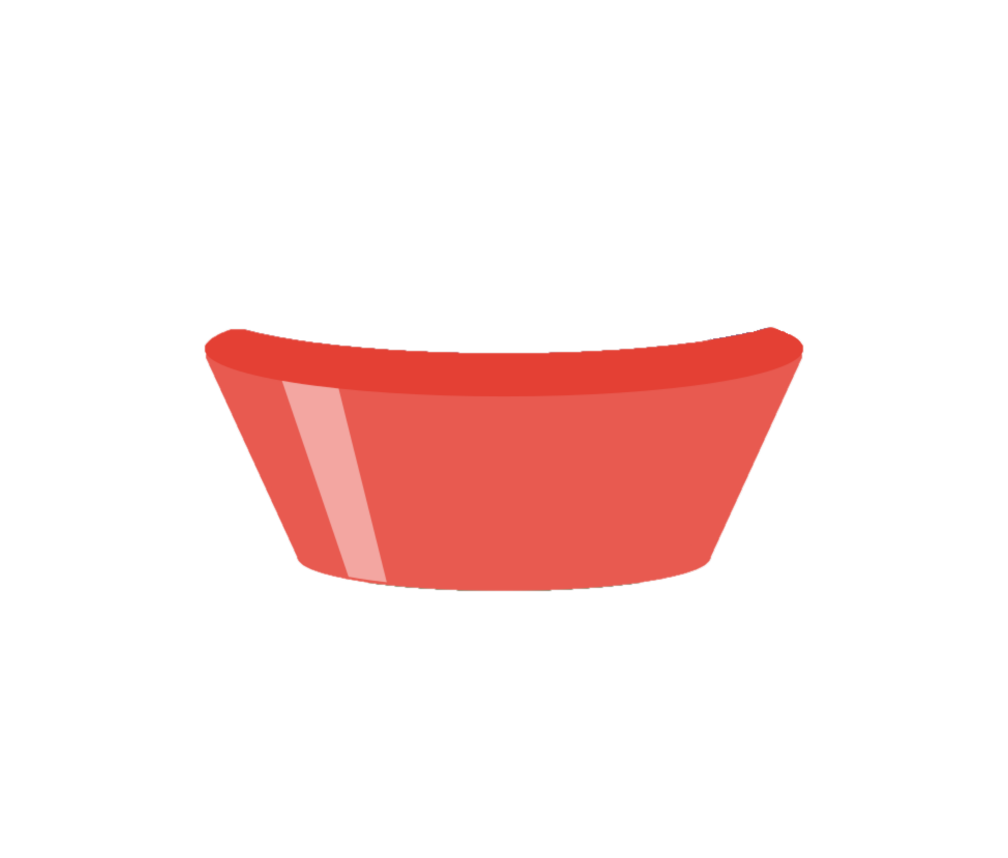
**Make Your Case**



* **Fit** key ideas together
* **State** the solution or point
* **Discuss** implications ( + & - )

**Consider the Following Here:**

Focusing the readers’ attention on key elements of a potential solution or conclusion prepares them to accept the writer’s perspective

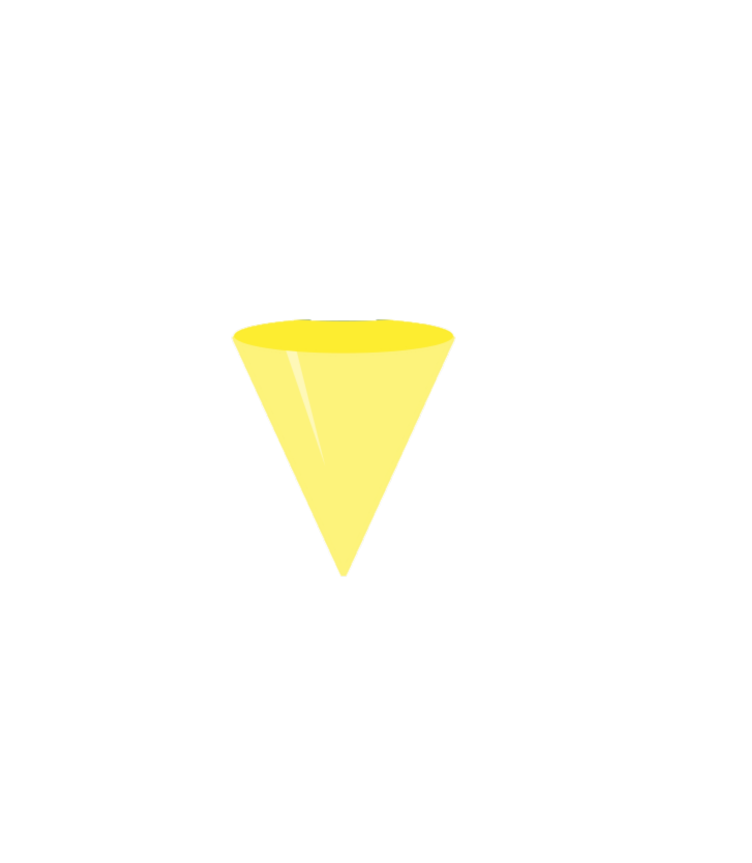


**Body B**

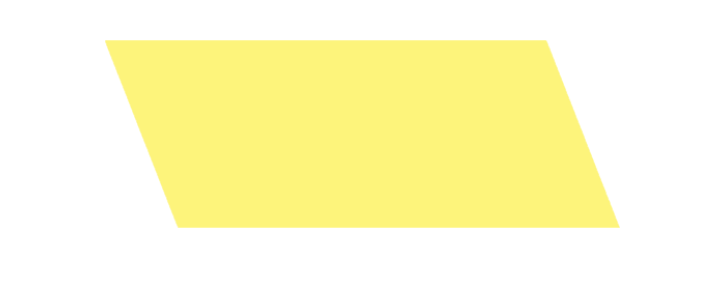
**Narrow the Focus**



* **Zero in** on key aspects
* **Point out** crucial details
* **Present** critical concepts

A picture containing diagram

Description automatically generated



**Reiterate the Point**

* **Summarize** key concepts
* **Restate** the solution or point
* **Suggest** further action

**Conclusion:**

**What’s**

**the main**

**Point?**