

# Introduction



1. Motivator
2. Thesis statement
3. Blueprint

Motivator (lead-in, attention-getter, attention grabber, hook)



## 15 ways of developing the motivator

- A paradoxical or intriguing statement  
“**Eat two chocolate bars and call me in the morning,**” says the psychiatrist to the patient. Such advice sounds like sugar fanatic’s dream, but recent studies have indeed confirmed that chocolate positively affects depression and anxiety.

## An arresting statistic or shocking statement



**One of every nine women** will develop breast cancer this year, according to a recent report prepared by the Health Information Service.

# A question



It is three times the number of people who belong to the Southern Baptist Convention, nine times the number who serve in the U.S armed forces, and more than twice the number who voted for Barry Goldwater for president in 1964.

**What is it?** It is the number of people in the United States who admit to having smoked marijuana: a massive 70 million.

A quotation from a recognized authority, historical figure, or literary source.



Confucius wisely noted that “our greatest glory is not in never falling, but in rising every time we fall.” Despite a frustrating series of close losses, my soccer team faced every new game with optimism and determination. My teammates’ never-give-up attitudes have shown me that the value of sport is not winning, but learning how to face defeat and begin again.

# A relevant story, joke, or anecdote



Writer and witty critic Dorothy Parker was once assigned a remote, out-of-the-way office. According to the story, she became so lonely, so desperate for company, that she ultimately “painted gentleman” on the door. Although this university is large, no one on this campus needs to feel as isolated as Parker obviously did: our excellent Student Activity Office offers numerous clubs, programs, and volunteer groups to involve students of all interests.

# A description



With one eye blackened, one arm in a cast, and third-degree burns on both her legs, the pretty , blond two-year-old seeks corner of rooms, refuses to speak, and shakes violently at the sound of loud noises. Tammy is not a victim of war or a natural disaster; rather she is the helpless victim of her parents, one of the thousand of children who suffer daily from America's hidden crime, child abuse.

# An analogy or comparison



The Romans kept geese on their Capitol Hill to cackle alarm in the event of attack by night. Modern Americans, despite their technology, have hardly improved on that system of protection. According to the latest Safety Council report, almost any door with a standard lock can be opened easily with a common plastic credit card.

A factual statement or a summary who-what-where-when-why lead-in



Texas's first execution of a woman in twenty-two years occurred September 17 at the Huntsville Unit of the state's Department of Corrections, despite the protests of various human's rights groups around the country.

## A contrast



I used to search for toast in the supermarket. I used to think “blackened”—as in blacken Cajun shrimp—referred to the way I cooked anything in a skillet. “Poached” could only have legal ramifications. But all that has changed!

Attending a class in basic cooking this summer has transformed the way I purchase, prepare, and even talk about food.

## A personal experience



I realized times were changing for women when I overheard my six-year-old nephew speaking to my sister, a prominent New York lawyer. As we left her elaborate, luxurious office one evening, Tommy looked up at his mother and queried, “Mommy, can little boys grow up to be lawyers, too?”

# A catalogue of relevant examples or facts



A two-hundred-pound-teenager quit school because no desk could hold her. A three-hundred-pound chef who could no longer stand on his feet was fired. A three-hundred-fifty-pound truck driver broke furniture in his friends' houses. All these people are now living healthier, happier, and thinner lives, thanks to the remarkable intestinal bypass surgery first developed in 1967.

## Statement of a problem or a popular misconception



Some people believe that poetry is written only by aging beatniks or solemn, mouthful men and women with suicidal tendencies. The poetry in the Schools Program is working hard to correct that erroneous point of view.

# Brief dialogue to introduce the topic



“Be bold! You can do it!” said my roommate again and again during the weeks before choir tryouts, despite my whimpering cries of “I can’t, I can’t.” For a shy person like me, the thought of singing in a public audition was agony. But thanks to the ABC Relaxation method suggested by the Counseling Center, I performed so well I was chosen for a solo. The ABC method, incorporating visualization and proper breathing techniques, is a helpful process every shy person should practice regularly.

## A proverb, maxim, or motto



“One falsehood spoils a thousand truths, says the African proverb. Caught in the biggest lie of his political career, once-popular local mayor Paul TerGhist is learning the meaning of this old saying the hard way, as his former friends and supporters are now deserting him.

# A recognition, revelation, or insight



As someone who earned “A’s” throughout my Spanish classes, I thought I had a good grasp of the language. However, immersion in the Tres Amigos Building Project in Monterrey, Mexico, over Spring Break this year showed me I had much to learn about conversational speech patterns.

# Motivator



## Ten ways of writing a motivator

1. Thought-provoking questions
2. A provocative quotation
3. A personal anecdote
4. Intriguing examples
5. Stories
6. A myth
7. Statistics
8. Background



9. Stressing the importance of the subject

10. Arousing curiosity

# Motivator: attention-getter



1. Five practically useful ways to develop a motivator
  - A. The opposite opinion or turning an argument on its head
  - B. A brief story
  - C. An interesting statement
  - D. Employing the funnel method
  - E. Posing an question or a series of questions

# The opposite opinion



As I was walking down the hall yesterday, I overheard a professor complaining about computers: “Those things are going to ruin the writing of our students. A computer is just a fancied-up TV and arcade game disguised as an ‘educational tool”, but my experience with computers is entirely different. As word processors, for example, they can be immensely helpful with each stage of the writing process: prewriting, writing, and rewriting.



**Motivator:** As I was walking down the hall yesterday, I overheard a professor complaining about computers: “Those things are going to ruin the writing of our students. A computer is just a fancied-up TV and arcade game disguised as an ‘educational tool’”.



**Transition:** But my experience with computers is entirely different.



**What you say:** As word processors, for example, they can be immensely helpful with each stage of the writing process: prewriting, writing, and rewriting.

# You identify the different parts!



People everywhere are trying to cut back on their consumption of coffee, all the while craving it desperately and feeling guilty when they indulge. Coffee is said to cause nervousness and is purported to be addictive. We have all heard about these harmful effect of coffee, but many Americans continue to drink it daily. What if instead of feeling guilty about drinking coffee, you could feel good about taking this herbal supplement? Research on the benefits of coffee shows that it deserves our respect as an important supplement. Coffee combats drowsiness, temporarily boosts athletic performance, and prevents asthma attacks.

# A brief story



**Motivator:** I walked into the living room, picked up a magazine, and settled back into my recliner. When I opened the cover, I was confronted by a sensuous blond slinking toward me, her eyes staring straight at mine. “I like a Marlboro Man,” she seemed to whisper provocatively. Believe me, I was ready to start smoking. **Transition:** I never did, though,

**What you say:** because—Marlboro men notwithstanding—I’ve always thought of smoking as a disgusting habit: messy, irritating to others, and even harmful to nonsmokers.



**Motivator:** I remember the first time I used a computer—or word processor—to do some writing. I was at a neighbour’s house, so I just began a “letter” (one I wasn’t planning to mail) to my boyfriend. Instead of pausing frequently to think of things to say, I just wrote. The words seemed to come easily since I knew I could make changes later with no problem. **What you say:** Since then, I’ve used computer for most of my writing, and I’ve come to believe that they can be immensely helpful to us at each stage in the writing process: prewriting, writing, and rewriting.

# An (interesting) statement



- Using a relevant quotation
- Making a dramatic observation or describing a scene, in a dramatic, humorous, or otherwise interesting way

# Using a relevant quotation



**“Life is just a bowl of cherries.”** This well-known, anonymous quotation is the motto of the optimist, the well-adjusted. It implies that life is full of “tasty” good things, ripe for the choosing, if only you avail yourself of the opportunity to pick from among them. However, what if you can’t? What if life’s cherries are there for the picking, they always seem out of your reach. What if, for reasons you cannot comprehend, you cannot bring yourself to take advantage of the of the good things in life, only seeing life as a series of ever-worsening bad happenings. Such is the world of the clinically depressed. Depression strikes an increasing number of people each year, and its effects can be devastating. The ill effects of depression include insomnia and sleep deprivation, indifference to personal hygiene, and resort to alcohol consumption.

## Making a dramatic observation or describing a scene in a dramatic, humorous, or otherwise interesting way



He pounds down the court, ball in hands. Deftly sidestepping every obstacle in his path, he barrels toward the net. Nothing can stop him now. He leaps. For a split of second, time stops, and this incredible athlete appears to be suspended in mid-air, his feet at least five feet above the floor. Then suddenly, time starts again and the crowd begins to roar. Michael Jordan has done it again. He has made an extremely difficult feat seem effortless and natural, as though he were born with the ability to leap tall buildings in a single bound. The true story of this athlete's rise to stardom, however, is one of long suffering, hard work, and seemingly endless obstacles.

# An interesting statement



**Motivator:** Do you realize that newly born children are not even aware that parts of their bodies belong to them? I learned this fascinating fact in psychology course from a book that says a baby “lies on his back, kicking his heels and watching the little fists flying past his face. But only very slowly does he come to know that they are attached to him and he can control them” (Mary Ann Spencer Pulaski, *Understanding Piaget*, p. 21). Children have a lot of learning to do before they can see the world—and themselves—through grown-up eyes. **What you say:** As children pass through this remarkable process of growing up, they often do humorous things, especially in learning to speak, in discovering that all objects do not have human characteristics, and in trying to imitate others around them.

# Employing the funnel method



Life in the twenty-first century is full of new challenges and opportunities. The pace of change in all areas of daily life makes it difficult to put these challenges and opportunities into perspective. Nevertheless, as the new millennium begins, it is important to take stock of where we have been, where we are today, and where we are going. One of the most obvious places to begin this process is by reviewing the evolution and impact of technology—the technology of the past, technology today, and, perhaps most important of all, the likely technology of our future.

# Posing a question or a series of questions



What if you were to wake up tomorrow morning and have no memory of the past? How would you function? Would you even know who you were? As unlikely as this may seem, it is not impossible. More and more Americans are finding themselves suffering from memory loss, some of it quite fast and without warning. Many causes contribute to memory loss: Alzheimer's disease, depression, and unhealthy eating habits.

# Thesis statement with blueprint



1. Thesis statements must be statements rather than questions.
  - A. Are classical music concerts very popular in your country?
  - B. Do you employ several strategies to improve your use of a foreign language?



2. Thesis statements must not be too broad.
  - A. My parents have been the most influential people in my life.
  - B. Crime is a major concern of everyone in our country.
  - C. The “baby boom” generation has changed history.



3. Thesis statements must not be too narrow.
  - A. My parents had only one child.
  - B. In the last year there have been over twenty robberies in our neighborhood.
  - C. The members of the post second world war “baby generation” make up the largest single age group in the United States.



4. Thesis statements must contain only a single idea.
- A. My parents helped me grow in important ways, although in other respects I was limited.
  - B. The problem of overcrowded American prisons must be solved, and judges must start handing out tougher sentences.
  - C. The “baby boom” generation has had many advantages, but it also faces many problems.



5. Thesis statements must not be announcements.
- A. The subject of this paper will be my parents.
  - B. I want to talk about the crime wave in our country.
  - C. The “baby boom” generation is the concern of this essay.



6. Thesis statements must not state two sides of an argument equally.
  - A. There are advantages and disadvantages to using nuclear power.
  - B. Many similarities and dissimilarities can be found between the old and young generation.

# Blueprint



Computers can *really* make a difference in how quickly and how easily you can get words on paper. **In fact computers—used as word processors—can be immensely helpful with each stage of the process: prewriting, writing, and writing.**

## Different forms of writing thesis statements with blueprint



- A. Blueprints as part of the same sentence
  - 1. Overly competitive sports can damage a child psychologically because they can damage a child's view of himself, his peers, and adults.
  - 2. Because they can damage a child's view of himself, his peers, and adults, overly competitive sports can damage a child psychologically .



B. Blueprints followed by the thesis statement  
punctuated by a colon

Overly competitive sports can damage a child  
psychologically: they can damage a child's  
view of himself, his peers, and adults.



## C. Blueprints followed by thesis in three different sentences

Overly competitive sports can damage a child psychologically. They can damage a child's view of himself. They can damage a child's view his peers. They can even damage his view of adults.