

A good introduction should engage and orient the reader by setting out a problem, situation, or observation and its significance, establishing one or multiple point(s) of view, and introducing a narrator and/or characters; create a smooth progression of experiences or events. In this activity, read and compare two introductions with similar content: one exemplar and one ineffective introduction.

**Exemplar Introduction:**

If my life to date were a novel, the motif would be *shoes*. Shoes have made a huge impact on my life in ways varied and unexpected. In fact, a passion for shoes is a family trait. My father was a long-distance runner and an early athletic shoe aficionado. He later became the CFO of an athletic shoe manufacturer where he helped develop some of the first high-tech running shoes. Following in my father's footsteps, I acquired a great passion for learning about athletic shoes and I now have an impressive collection to match. Shoes have shaped my college and career plans, but their impact goes even deeper.

**Less Effective Introduction:**

My background or story that is central to my identity is about shoes. I love shoes. I love to buy shoes, especially unique shoes that people comment on when I wear them. My collection of shoes is so huge that my closet is completely stuffed, but as you will see in this essay, I also sell them and give them away. Loving shoes runs in my family. My father works for a shoe company, and my brother also loves to buy shoes. In fact, my father made very technical innovations to shoes over the years and now people everywhere wear shoes that have those innovations in them.

1. What makes the first introduction effective?
2. Contrast the effective introduction with the second introduction. What makes the second introduction less effective?