By providing an introduction that helps your readers make a transition between their own world and the issues you will be writing about, you give your readers the tools they need to get into your topic and care about what you are saying.

The Do’s of Introductions:

- Make a good first impression (because you don’t get a second chance).
- Make a “road map” for the rest of your paper.
- Make your readers want to read your paper
- Make your first sentence memorable
- Be straightforward and confident

The Don'ts of Introductions:

- Don’t just take up space (fillers and fluff are obvious)
- Don’t use a dictionary to introduce anything in your essay (in fact, don’t use a dictionary or Wikkipedia in your essay at all)
- Don’t use a broad and sweeping cliché like “In today’s society” or “In the world today” as your opening line