

Out of fairy dust? No need to cry! Try introducing your texts the non-creative way!

Take these 4 steps!


1. Say what has happened / what is happening.
2. Name the big general issue you're talking about.
3. State that it's a very controversial issue.
4. Announce that you want to have a closer look at the pros and cons of the issue.

 Highlight the 4 steps in this example introduction.

I have it, you have it, my parents have it, my little sister has it and even my 80 year-old grandma has a smartphone. Over the last ten years these gadgets have become completely ubiquitous - a development that has not only been met with enthusiasm alone. Numerous critics see the rise of the smartphone as a curse for humanity. Let's have a closer look at the pros and cons of what we all carry around in your pockets.

 Do it again.

Many people my age love to spend their free time outside hanging out with friends. They listen to music, talk, laugh and have drinks - often a lot of drinks. Sometimes, this causes problems with other people who feel disturbed by loud and drunk adolescents. This is why more and more city councils are thinking about turning public places into alcohol-free zones - an idea that rubs most young people completely the wrong way. Let's have a closer look at the pros and cons of the proposed measure.

 What do you think of these introductions? Do they serve the purpose of introducing the topic and creating a signpost for the rest of the text? Can you infer the tasks that the students were given here?

 Now try for yourself. Take a DISCUSS-task and write an introduction.