

THE PSYCH. OF AN INTRO.

Formula: Hook + Explanation + Overview + Thesis Statement

What do the numbers 567, 326, and 4 mean to you? That is an example of a rhetorical question. I do not really want an answer. I want to grab your attention in several ways. First, I implicitly appeal to your cultural upbringing by using the pattern of three, something Western thought embraces from Christianity to scrapbook layouts to interior design. I didn't ask about one number; I asked about three numbers. To be precise, I asked you to consider seven individual digits. What is the capacity of short-term memory? That's right... seven pieces of information (plus or minus two). Already, I am conveying that there is a connection of some sort in the making. The power of the comparative conjunction "and" helps me, the writer, in this scenario. Your left hemisphere is searching, subconsciously, for a pattern. Secondly, I used the second-person "you," speaking directly to you, breaking the fourth wall, making this journal entry a conversation with you, intellectually. Thirdly, by breaking that fourth wall, I am indirectly appealing to the millennial undercurrent of solipsism... in which everything in existence revolves around and for you. Fourthly, I make it rhetorical in nature. Notice that I am writing in prose, line-by-line, sentence-by-sentence, with only one space or one form of punctuation separating my words. If I wanted to give you a space for an answer, I would have left a physical space, a break in my writing, a moment of silence... for you. But, the truth of the matter is that I didn't do that. So, I compel you, the reader, to give me your attention. I want to embed, subconsciously, the sense of the authority that I have in this survey. I know what 567, 326, and 4 have in common, but I want you to think about it, consider it, jump start your neurons, and ponder patterns. Even further, I want you to notice when patterns break, and why they are subverted.

- HOOK THE INTENDED AUDIENCE
- EXPLANATION OF RELEVANCY
- OVERVIEW OF DISCUSSION POINTS
- THESIS STATEMENT

