



**THE MISSION:** *You must create a business that plays a role in benefitting the community in which you live. You may choose a business that focuses on services and offers goods or a business that focuses on goods and offer services!*

**THE REVIEW:** *\*\*\*A **slogan** is a brief attention-getting phrase used in advertising.*

## WRITERS' WORKSHOP FOCUS: ORGANIZATION AND WORD CHOICE

### Reviewing the Opening Paragraph

#### Lead:

Beginning part of a paragraph that gets the reader interested.

- a. questions / quotes
- b. Onomatopoeia
- c. short stories / jokes / catchy phrases

#### Introduction:

Tells the reader what you are writing about and your purpose.

#### Thesis Statement:

This is located in the introduction part of an essay. It contains the main idea of the essay by identifying the topic sentences that will be used throughout the paper.

#### Closing Statement:

This is found in the final part of an essay. It restates the thesis and introduction.

#### Transition Words:

These are words that give a paper order and helps it make sense to the reader. Examples are: first, second, next, finally, after, in conclusion, last, etc...

### Examples of Transitions:

**Illustration :** Thus, for example, for instance, namely, to illustrate, in other words, in particular, specifically, such as.

**Contrast:** On the contrary, contrarily, notwithstanding, but, however, nevertheless, in spite of, in contrast, yet, on one hand, on the other hand, rather, or, nor, conversely, at the same time, while this may be true.

**Addition:** And, in addition to, furthermore, moreover, besides, than, too, also, both-and, another, equally important, first, second, etc., again, further, last, finally, not only-but also, as well as, in the second place, next, likewise, similarly, in fact, as a result, consequently, in the same way, for example, for instance, however, thus, therefore, otherwise.

**Time:** After, afterward, before, then, once, next, last, at last, at length, first, second, etc., at first, formerly, rarely, usually, another, finally, soon, meanwhile, at the same time, for a minute, hour, day, etc., during the morning, day, week, etc., most important, later, ordinarily, to begin with, afterwards, generally, in order to, subsequently, previously, in the meantime, immediately, eventually, concurrently, simultaneously.

**Space:** At the left, at the right, in the center, on the side, along the edge, on top, below, beneath, under, around, above, over, straight ahead, at the top, at the bottom, surrounding, opposite, at the rear, at the front, in front of, beside, behind, next to, nearby, in the distance, beyond, in the forefront, in the foreground, within sight, out of sight, across, under, nearer, adjacent, in the background.

**Concession:** Although, at any rate, at least, still, thought, even though, granted that, while it may be true, in spite of, of course.

**Similarity or Comparison:** Similarly, likewise, in like fashion, in like manner, analogous to.

**Emphasis:** Above all, indeed, truly, of course, certainly, surely, in fact, really, in truth, again, besides, also, furthermore, in addition.

**Details:** Specifically, especially, in particular, to explain, to list, to enumerate, in detail, namely, including.

**Examples:** For example, for instance, to illustrate, thus, in other words, as an illustration, in particular.

**Consequence or Result:** So that, with the result that, thus, consequently, hence, accordingly, for this reason, therefore, so, because, since, due to, as a result, in other words, then.

**Summary:** Therefore, finally, consequently, thus, in short, in conclusion, in brief, as a result, accordingly.

**Suggestion:** For this purpose, to this end, with this in mind, with this purpose in mind, therefore.

**CONSTRUCTING OPENING PARAGRAPH! (Sample)**

<b>LEAD</b>	<i>Draws the interest of the reader!</i>	
<b>Purpose</b>	Introduces your business and	
	<i>explains what your business will do</i>	
	<i>for its customers in general.</i>	
<b>Thesis</b>	<i>Introduces the two main topics you</i>	
	<i>that you will be write about you.</i>	
	<i>In this essay, you must explain services</i>	
	<i>and goods (products). You must write</i>	
	<i>in persuasive form and include</i>	
	<i>adjectives!</i>	

**CONSTRUCTING OPENING PARAGRAPH! (Your Business)**

<b>LEAD</b>	<i>Draws the interest of the reader!</i>	
<b>Purpose</b>	Introduces your business and	
	<i>explains what your business will do</i>	
	<i>for its customers in general.</i>	
<b>Thesis</b>	<i>Introduces the two main topics you</i>	
	<i>that you will be write about you.</i>	
	<i>In this essay, you must explain services</i>	
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