



THE ART OF AN ENGAGING HOOK

Important notice:



At the end of this presentation there is a link to a google form quiz. You must score an 80% or higher to pass the quiz.

Please take your time viewing and studying this material before you proceed with the quiz.

Objectives

Students will learn:

- The purpose of a hook in an essay
- the ABCs of essay writing
- How to classify different types of hooks
- How to write the perfect hook for an academic essay or research paper

What is an essay?

- A short piece of writing typically **expressing a point of view**.

What is a hook sentence?

- A hook in the essay is a catchy sentence in the introduction which serves as an **attention-grabbing element**.
- It is the **recommended** way to start an academic paper; it gives a **hint** of what the topic is and what kind of questions will be observed.

**YOU MUST HAVE A
CLEAR VISION OF THE
TYPE OF LITERARY
WORK YOU PROPOSE
TO CREATE.**

The ABCs of Essay Writing

Audience

- Understanding **who** you are writing for is key for developing the direction and language of your essay and hook sentence.

Content and Concept

- Before beginning an essay, make sure you have a **clear idea** of your concept and the general idea of what your content will be.

Breathe!...

- Step back, breathe and reflect on **why** you are writing your essay. Good hooks must fit in your writing frame, your tone and style.

Details

- Pay close attention to **key details** from any of the following elements: plot, characters, setting, style, tone and language.

Your Essay Introduction Must Have:



Aristotle believed slavery was beneficial for both the → HOOK
master and the slave. Even though Aristotle's concept of
"natural slavery" may be controversial, its implications on his
ethics should be studied. → THESIS STATEMENT

Don't Forget

- **Do not** confuse hooks with introductions! An essay's hook opens your introduction rather than substitutes it. Once you have hooked your readers, be sure to introduce your **essay topic** and **thesis**.

Types of Hook Sentences

Not all hooks are made alike! In the following slides, we will define the following types of hooks:

- An interesting fact
- A thematic statement
- A favorite literary quote
- An interesting statistic
- The use of an image, simile or metaphor

Types of Hooks: Interesting Fact

Do you want to make the audience read your full text? Amaze them with a great introduction! Get them “**hooked**” with the help of a fact they have never heard and keep them interested throughout the entire work.

Example

- **Julio Hanco is a countryman from the Andes who cultivates three hundred varieties of potatoes; he recognizes each one by its name.** In *El señor de las Papas* by Eliezer Budasoff, one countryman’s love for potatoes is seen in many ways.

Types of Hooks: Thematic Statement

Make a statement that thematizes the main idea of the story.

Example

- *Fear is sometimes more dangerous than danger itself.* In the movie “Finding Nemo”, overcoming fear is represented by Marlin, Nemo’s dad.

Types of Hooks: Literary Quote

Make use of a famous or classic quote relevant and pertinent to your essay. (After all, C.S. Lewis says “Literature adds to reality, it does not simply describe it”!)

Example

- *Sartre once said: “Man is nothing else but what he makes of himself”*. Following Sartre’s existential philosophy, Albert Camus uses the character Meursault, the protagonist of *The Stranger*, to denounce societies’ treatment of the individual.

Types of Hooks: Create an Image, Simile or Metaphor



Images are great hooks and fantastic starters. Instead of writing an opinion, use an example or illustration to convince or begin explaining your thesis statement. Illustrations help persuade readers.

Example

- *Cinema's hundred years appear to have the shape of a life cycle: an inevitable birth, the steady accumulation of glories, and the onset in the last decade of an ignominious, irreversible decline".* Cineme, once heralded as the art of the twentieth century, seems now, as the century closes numerically, to be decadent.

Types of Hooks: Strike with Numbers and Statistics

“Statistics are not just numbers and facts. Statistical analyses are used in almost all fields to make sense of the vast amount of data that are available ” –statisticsbyjim.com

Example

- *In Japan, it takes 35% more paper to make manga than to make toilet paper.* Manga is fundamental for Japanese literature and should be taught at universities around the world.

Writing About Short Stories and Novels



When writing a hook for an essay about a short story, pay attention to important and **interesting details** about the plot or the element you are going to be talking about in your **thesis statement**.

Para finalizar, haga clic sobre el enlace para tomar la prueba y enviar el informe a su profesor(a):

<https://forms.gle/vwQZzjsTroHRfNYMA>

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