Citation:

Thesis:
This chapter focuses on six different strategies that will help you begin writing a reader-centered introduction. It also touches on ethical/unethical practices.

Notes:
I. How to motivate your readers to pay attention
   A. Announce your topic
   B. Tell reader how they will benefit from your information
II. How to help your reader find what they need
   A. State your main point
   B. Provide a forecasting statement
   C. Include summary
III. How to encourage readers to read your message with an open mind
   A. Present yourself as a partner not a critic or competitor
   B. Relay the presentation of your main point
   C. Establish your credibility
IV. How to identify the background information your reader needs
   A. Certain general principles
   B. Unfamiliar with technical terms
   C. Unfamiliar with the situation
V. How to pick the right length for your introduction
   A. Provide the information your reader doesn’t already know
VI. How to adapt your beginning to your readers cultural background
   A. Avoid operating solely on generalizations and stereotypes
   B. Don’t confuse cultural background with race or national origin

Quotes:
“The opening sentence or section... helps to establish the frame of mind readers bring to your entire communication” (253).
“Rarely, if ever, will you use all six at once” (253).
“Ignoring an unethical act could be seen as unethical in itself” (265).

Questions:
How would you find out what your reader’s cultural background is?
More clarification on figure 11.1?

Connections:
The main connection is using these strategies when writing out assignment proposals. Although, these strategies can and will be used in other classes and in the real world. It will be used when ever you are providing information to someone else whether just for informational purposes or to persuade them.