

Evaluative Conclusions and Titles

Evaluative Conclusions

Functions of an evaluative concluding paragraph:

- To make one last effort to convince the reader
- To suggest larger implications now that the evidence has been presented
- To provide a satisfying sense of closure

Strategies for writing effective conclusions:

- Make a useful analogy or comparison.
- Suggest specific actions that the reader should take in light of the information you've provided.
- Speculate about what your thesis implies for the future.
- Make a brief remark that sums up your feelings.
- Do you use a quote or ask a question in your introduction? If so, refer back to it in the conclusion to tie the essay together.

Poor endings:

- The unnecessary summary: only lengthy, complex papers need a conclusion that summarizes the material covered in the paper.
- The empty cliché: "So ends the analysis of myself and the question of who am I has been answered in a brief form."
- The unnecessary announcement "And in conclusion, let me say...."
- The trite truism: "And as for the future, only time will tell."
- The wastebasket ending: do not try in the final paragraph to say everything you didn't have room for in the body of the paper.
- The fade-out: "Researchers have so much more to discover in this area. Whatever we say now will be superseded in the near future."
- The wild surmise: "From this we see the utter futility of ever trying to help another person."
- The mirror image (the most common problem): the writer merely repeats the thesis and summarizes the main points--a dull and mechanical conclusion.

Titles

- Write the title last.
- One function of the title is to intrigue the reader.
- The title should have the same tone as the essay.
- The title should be relevant to the specifics of the essay.

NOTE: The title, the introduction, and the conclusion of any piece of writing are "privileged" places in the text. You, as the writer, have the reader's most complete attention at those moments. Take advantage of that fact. Do not insult the intelligence of the reader by announcing what you will be doing or by pointing out what has just happened. Give the reader credit for having the good taste and intelligence to appreciate your most direct and polished writing. Revise the introduction and the conclusion especially aggressively.