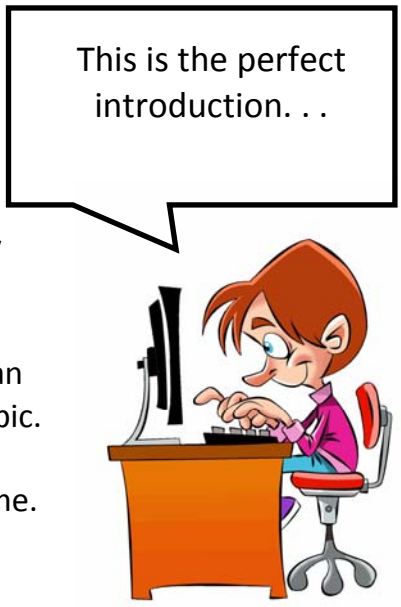
Name _____ **Informative Text Introduction**

Writing to Inform



Expository writing is writing that gives the reader information. As such, it should always be clear, well organized, and free of opinion—stick to the facts. Eliminate any information that is not relevant to the topic.

DIRECTIONS: Below are some facts about food and health. Write an introduction, and only the introduction, for an essay about this topic. How will you capture your reader's attention? Your introduction should both clearly introduce the topic and preview what is to come.

- The average American consumes 52 pounds of sugar every year in soft drinks alone.
- Unnatural preservatives, additives and chemicals in food deteriorate your body.
- Fresh fruits and vegetables contain phytonutrients, which are beneficial to human health and which help to prevent diseases.
- Every time a population adopts a "Western" diet high in processed foods, they get sick within a few years.
- Processed food can hijack your brain chemistry. When you consume these foods, an intense dopamine release takes place in the brain which can lead to physiological addiction.