

# Bangkok Post's Opinion Column Introductory Method Analysis in 2018

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## Abstract

Introductory paragraph is the first part of essay which will be read at the beginning by the readers. Its function is to catch the readers' attention. In addition, assist the readers to enjoy reading in the whole writing. The introductory paragraph is extremely important because it sets the tone of the whole paragraph of writing to introduce readers about the topic. Therefore, the writers usually use number of methods to make a good introductory paragraph to grab the reader's attention reading the following paragraphs. The objective of this study was to analyze the types of introduction that are most commonly used from articles of Opinion Column in Bangkok Post website. Data was analyzed by using the framework of Smalley & Rutten (1982: 142-143). There are four basic types of introduction: Turnabout, Dramatic Entrance, Relevant Quotation, and Funnel. The data was taken from 30 articles of Opinion Column in Bangkok Post website published from 28<sup>th</sup> November to 29<sup>th</sup> December 2018. The results of this study found that 30 articles use Funnel the most, Dramatic Entrance, Turnabout and Relevant Quotation respectively. However, the researchers found that there is a data which is used more than one introductory method as well (Dramatic Entrance and Relevant Quotation).

**Keywords** Writing · Introductory Paragraph · Introduce · Article

## 1. Introduction

Introductory paragraph on articles are more relevant than some people might think. Whether, the author, editorial, journalist, columnist more and a lot are usually writing the introduction to attract their reader's attention by making a good introductory paragraph for their essay or article in their own time. According to the experts, Braine & May (1996:44) said that, a research paper must have an effective introduction. The first few sentences of your essay are especially important because it creates a

good impression and it is the part where you can grab people's attention. She also stated that a good introduction is not always easy to write. In fact, many writers often revise and rewrite this section many times before they are satisfied. Furthermore, the website, "Constant-Content" has stated that without an introduction, the author can leave their viewers feeling disoriented and confused. This means that they will go away from your article to read something else that does not make them feel that way.

## 2. Definition and Theory of introductory paragraph

Introductory paragraph is the first paragraph or more than one paragraph in the article that consists of three things; general statement, supporting idea and the thesis statement. According to the experts, Smalley & Ruetten (1982: 139) say that introduction is usually one paragraph (sometimes two or more) that introduces the topic and the central idea of the essay. Introductory paragraph is one of the most important parts in writing, because it is the first paragraph which will be read first by the readers, so this paragraph will determine whether the reader will read all the paragraph or not.

### 2.1 Methods of writing introductory paragraph

#### 2.2.1 Turnabout

Max was a cute dog, a Tibetan Terrier with a "winning smile", but he had annoying habit of "lifting his leg" on my furniture whenever I left him alone for more than a couple of hours. Half-way through our walks, he would roll on his back indicating he had walked far enough. I would have to carry him home. Just when I decided to give him up for adoption, he used his amazing talent as a "chick magnet" to find me the love of my life.

The author opens with a statement contrary to his or her actual thesis. (Smalley & Reutten 1982)

#### 2.2.2 Dramatic Entrance

Rubble from earthquake-stricken houses is lying everywhere. Precious lives are buried deep within the piles of dirt, concrete and debris. If rescue workers can locate these souls in time, their lives may be saved. Dog teams arrive. They will employ their amazing talents in this emergency situation.

The author opens with narrative, description, dramatic examples pertinent to the topic.

#### 2.2.3 Relevant Quotation

"Never trust a man [that] a dog does not like." the proverbs says. This somehow implies that dogs can tell the character of a person before a human can. In many ways this is true: dogs have amazing talents when it comes to assessing a person's character. But how do they do it? Pet behaviorists give the following explanations

The writer opens with a quotation pertinent to the topic. (Smalley & Reutten 1982)

#### 2.2.4 Funnel

Birds, pigs, rats and other animals all have special talents which have been used by humans. Birds can talk, pigs can find truffles, rats can run wires through walls for plumbers. But no animal has quite as many special talents as dogs, especially when it comes to helping ranchers.

The writer opens with the general statement to the specific statement. (Smalley & Reutten 1982)

## 3. Research Methodology

30 opinion columns will be randomly chosen from the Bangkok Post website. The data will be selected during 28<sup>th</sup> November – 29<sup>th</sup> December in 2018. Our focus is analyzing which theoretical method was used in various introductory paragraphs of opinion column on Bangkok Post.

### 3.1 Data Analysis

Once random introductions from opinion columns have been collected, in this study aims to examine and analyze of the introduction of based on the theory of Smalley & Ruetten (1982: 142-143) which has four basic types of introduction: "Turnabout," in which the author opens with

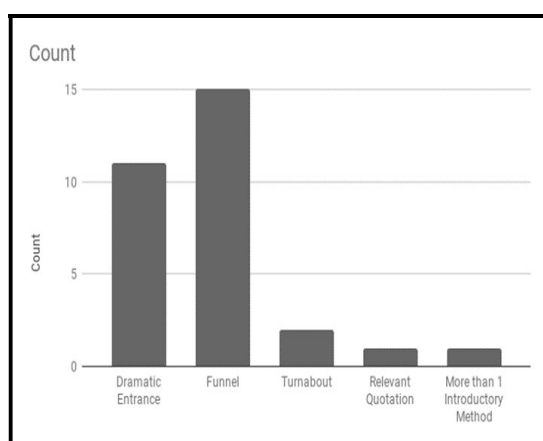
a statement contrary to his or her actual thesis; the “Dramatic Entrance,” in which the author opens with narrative, description, dramatic examples pertinent to the topic; the “Relevant Quotation,” in which the writer opens with a quotation pertinent to the topic; and the “Funnel,” in which the writer opens with the general statement to the specific statement. Then, classified in accordance to the research questions. After that, find out the result of how many theories used and then conclude it based on the findings.

#### 4. Findings

There were 30 articles from Bangkok Post that was researched. These articles were published between November - December 2018. Upon analyzing the articles, we have found that “Funnel” is the most used introductory method, similar to my previous study.

Based on the question from chapter I the question about which is the most frequent of introductory that the writers are used for their opinion column in Bangkok Post.

The use of different kind of introductory paragraph can be demonstrated in this bar chart below:



#### 4.1 Discussion

The topics discussed are introductory paragraph in article of newspaper on opinion column from Bangkok Post. Introductory places an in important part in essay, which states in the introductory paragraphs that

will be related to the topic and also the main point of the whole paragraph.

The method that is used by the writer in introductions will determine the interesting of the whole article, even though the reader will enjoy and read the next paragraph or not. This paragraph needs skills to write it as well.

#### 5. Conclusion

From all the articles analyze, the researcher found that all the writers used the method so far which is fulfill the characteristic proposed by Smally & Reutten (1982:142-143) that there are four basic types of introduction: Turnabout, Dramatic Entrance, Relevant Quotation, and Funnel.

Based on the finding and discussion on the previous chapter, all the writers use the method of writing introductory paragraphs in writhing their introduction so far. The result shows that the method of writing introductory paragraphs mostly used on the article is Funnel. However, there is also an article in which the writer combines two methods of writing introductory paragraphs in opening the article.

To sum up, All the articles used method of writhing introductory paragraphs which are fulfills the characteristic of writing introductory paragraph purposed by Smalley & Ruetten.

#### 5.1. Suggestion

After analyzing the introductory paragraphs of Bangkok Post in opinion column, the suggestions are towards to the next researcher, people who concern on writing article, and the writing and reading students:

##### 5.1.1. To the next researcher

The results of this study can be used by the next researcher as basis for their own research about using the different introductory paragraphs effectively.

### 5.1.2. To people who are concerned of writing an article

People who are writing articles should pay more attention on how they construct their introductions and make it so that it attracts the reader's attention.

### 5.1.3. To the writing and reading students

This study ensures that students who are studying about writing and reading pay more attention to introduce their articles and use the methods as a strategy in writing.

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