

## Possible Purposes of a Conclusion

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- Share a lesson you have learned.
- Remind an audience of something you want them to do or believe.
- Leave your audience with a question to make them think.
- Challenge your audience to do something.
- Warn your audience about something that might affect him or her.
- Predict an outcome.
- Repeat a sentence or phrase that is the same as or similar to one you used in your introduction in order to focus your purpose.
- Surprise your audience.
- Provide an indirect reflection—the lesson is obvious to the reader at the end of the piece.
- Tell how you feel about a person, yourself, or a situation.
- Reflect back on the introduction.
- Tell where you can get more information.
- Tell how you've gotten something useful out of your topic or experience.
- Give a moral.
- Compare/contrast.
- Tell a quick story to show how a situation was resolved.
- Tell the audience how an experience or lesson has changed you.
- Tell the audience why your opinion would be the best choice.
- Share your emotions while reflecting back.
- Refer to an authority—perhaps quote him or her.

- When giving advice, address the audience directly and ask them to do something or believe something or follow your recommendation.
- As part of persuasion, tell how you feel.
- Predict how a change or action will benefit the reader.
- Respond to any unanswered questions.
- Use a play on words and/or humor.
- Close with an interesting comment, fact, quote, or statistic.
- Share something someone has told you before.
- Show a solution.
- Ask a question and answer it.
- Use directive words: “Think about this,” “So remember,” “Never forget,” “Consider this.”
- Twist the ending—have something other than the obvious happen.