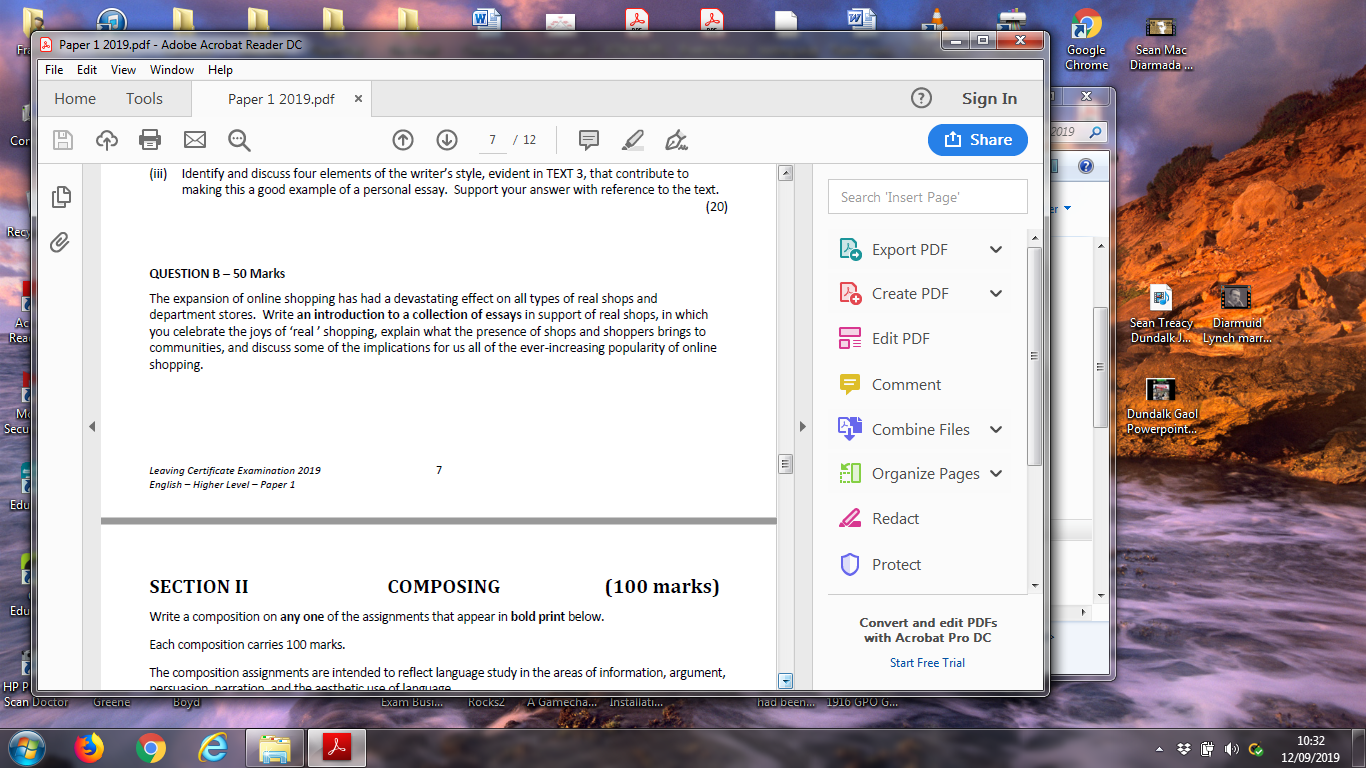
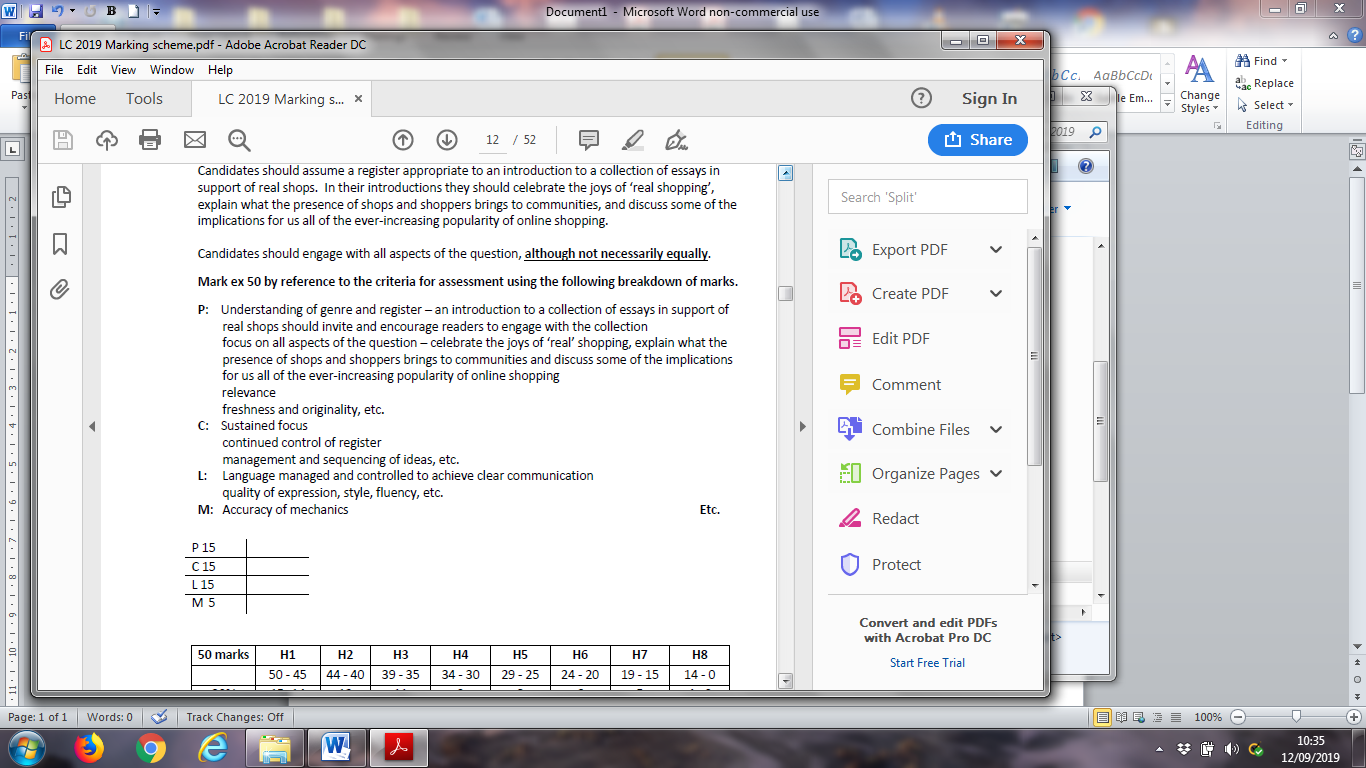
Additional Material for Section B Frances Rocks





**An Introduction**

* An introduction presents something new to an audience.
* Used by publishers to pitch a publication to prospective readers.
* An endorsement, often by a celebrity or expert, adds credibility to the text and outs a stamp of approval on the work.
* Introductions stimulate curiosity and interest.
* Tone can be informative, persuasive, confident, encouraging, etc.
* Includes title, signature, hook, benefits, content and invitation.

**Deconstructing the task**

* On what do I have to write? (**content**)

*A collection of essays in support of real shops; a) celebrating the joys of ‘real’ shopping, b) explaining what the presence of shops and shoppers bring to communities, c) discussing implications from increasing popularity of online shopping.*

* Who am I as writer/speaker? (**persona**)

*Well-known entrepreneur from local area.*

* Who am I addressing? (audience)

*Potential shoppers for local area.*

* Why am I writing this? (**purpose**)

To promote the collection of essays and to stimulate interest ion shopping locally.

* What type of language will I use? (**register**)

*Factual, formal, lively, concise, persuasive.*

* What format should the writing take? (**genre**)

*Written introduction.*

Sample Answer

Half of all Irish customers used e-platforms for Christmas purchases in 2019!

As a great fan of real shops and department stores, I was delighted to accept the invitation from Monaghan Chamber of Commerce to write this short introduction to their exciting new e-book, ‘The Joys of Real Shopping’ which seeks to promote shopping in Monaghan. This attractive collection includes a memory essay from 70 year old Dan Hughes on ‘The Hardware Store’, a contemporary look at a new modern phenomenon, the farmer’s market, by busy mum, Melinda Martin. Also featured is an exploration in how the well-being of a community is dependent on the physical presence of shops and shoppers from the well-known psychologist, Dr. Tom Murray and a discursive essay on the implications of the popularity of online shopping by entrepreneur, Noelle O’ Connor MD at TanOrganics.

‘There were no plastic bubble packs in Hollands’ Hardware,’ recalls Dan. ‘If you just wanted a few nails you could buy them loose. That store was an Aladdin’s Cave, half sets of fine bone china sat beside gleaming metal milk churns, roles of chicken wire jostled for space beside brass fire companion sets. The brown coated assistant, Pat, knew where everything was, and advised on what everything could do and remembered your name.’ Melinda captures the rich sights and smells of the farmer’s market held every Saturday on The Green. ‘The sight of fresh orange carrots piled high, their bright green foliage swaying softly in the breeze, a testament to freshness vie with the warm, comforting smell of fresh baked bread and cakes. Exotic mounds of cheeses stand on guard beside the neatly gingham capped rows of local honey and jams. My stirred senses are thankful for the privilege of living in a place where I know the origin of each product and am on first name terms with many of the sellers.’

Dr. Tom Murray lists the benefits from shopping in real local outlets. Health improves, e.g. eating local honey helps battle allergies. It improves the local economy because the local butcher who sells his produce to the local hotel frequents that hotel to celebrate family occasions. Customer service is more personalised because the owner not only knows each employee, but also knows many of the customers and can tailor make services to particular requirements. This increases people’s feelings of self-worth.

Noelle O’Connor addresses the shift in retail practices. She lists convenience, cost, variety and time as the benefits of online shopping But this ‘anywhere, anytime, anything’ shopping has negatives. The carbon footprint on shipping goods from the other side of the world does not sit well with our new found awareness of conserving our planet. The cardboard packaging is wasteful of our earth’s resources. It is not always convenient to have packages delivered during work hours. She advocates a new approach to save ‘real’ shopping. She suggests that retailers concentrate on providing an experience for the shopper, such as book shops having book clubs or small coffee shops attached. She advocates ‘click and collect’ which brands like Boots Chemist and River Island use. This gives the advantages of both online and ‘real’ shopping because it brings the shopper to the shop while giving the widest choice possible.

This e-book also has a series of links such as <https://www.planetizen.com> –‘The Changing Nature of Retail’ for those who wish to explore the subject in more depth. These thought-provoking essays are available to download in a modern accessible format from Gill website for the low price of 99p.

Dip in and enjoy,

Martin McVicar

Combilift Co. Monaghan

(500 words approx.)