



## Understanding the Conclusion Paragraph

### What is a Conclusion Paragraph?

A conclusion paragraph is the final paragraph in your essay or paper. It is your last opportunity to make an impression on the reader and to establish your argument's overall effectiveness.

### What Should a Conclusion Paragraph Do?

The conclusion paragraph serves a number of important functions:

1. **Restate the Thesis:** The conclusion should rephrase the main argument or thesis statement from the introduction to remind the reader what your paper aimed to discuss or prove. It should not simply copy the thesis statement word for word, but rather restate it in a new way.
2. **Summarize Main Points:** The conclusion should summarize the main points or arguments from the body of the essay. This recap should not go into great detail but provide an overview of the key points made in the body of the text.
3. **Synthesize the Information:** Rather than just repeating what's already been said, a conclusion should synthesize the information, showing how your different points connect to support your thesis.
4. **Provide Closure:** The conclusion should provide a sense of closure to the reader, signaling that the discussion has come to an end.
5. **Create a Call-to-Action:** Marketing professionals stress the importance of a “practical thing to do” within each marketing material, should their audience be interested in their product. The same can be useful in a piece of writing; given the importance of what you just wrote about, what’s one concrete thing that can be done, right now, by the reader?
6. **Leave a Lasting Impression:** The conclusion should also provide a final thought or perspective on the topic to leave a lasting impression on the reader. This could be a call to action, a suggested future direction for research, or a thought-provoking question.

### Writing Effective Conclusion Paragraphs

Here are some tips for writing effective conclusion paragraphs:

- **Keep it Concise:** A conclusion should be brief and to the point. It should not introduce new information or arguments but should summarize and synthesize what has already been discussed.



- **Maintain the Tone:** The conclusion should match the tone of the rest of your paper. If your paper is academic and formal, keep the conclusion the same. If it's more casual or creative, your conclusion can reflect that.
- **Avoid Overused Phrases:** Try to avoid cliché phrases like "in conclusion" or "in summary." These can make your writing feel unoriginal. Instead, find unique and engaging ways to start your concluding paragraph.
- **End Strongly:** Make sure your final sentences are particularly strong, as these are what the reader will remember most. Aim for an impactful, insightful ending.

Remember, a well-written conclusion will reinforce your paper's overall argument and leave your readers with a strong impression of your work. Don't neglect this important part of your essay; it can make or break your reader's perception of your argument.