We know writing for public-facing venues is different from writing an article or a seminar paper. But how? This is a seminar on the craft of introductions: grabbing your audience in those first few sentences, positioning yourself as a writer, and creating a compelling reading experience. We’ll look at thirteen introductions by twelve different writers, paying attention to style and rhythm, storytelling and exposition, structure and form.

All members of the Columbia community are welcome; Columbia email required for registration. To benefit most from each event, read the featured article in advance, linked on the website, or available upon request.