

The conclusion to the arguing to inquire essay contains the following:

- **Brief recap of major claims by sources**

Keep this brief. It works as a simple reminder to the reader of what your essay covered.

- **State your earned conviction**

This is your analysis of the claims by the sources. Respond to the argument claims from your sources.

Example:

As Postrel, Twitchell, Schumaker, and Csikszentmihalyi argue, there are many reasons why we are a consumer culture. They argue that we purchase because of the visual appeal of a product, or because ads convince us that the product will improve our lives, or because we think it will make us happy, or because it brings us short-term pleasure. Based on my analysis of these four articles, I find that I agree with some of these arguments, but I do have questions. I am not convinced that we buy because of advertising. I think that contemporary consumers see so many ads that they don't affect us anymore. I do think we are drawn to how something looks, although I think that we ultimately want something to function too. Without function, looks are not powerful enough to make us buy. I believe that the most powerful force that influences how we buy is the desire for short-term pleasure and to make us feel happy. We think that material items will make our lives better and that better means happier. After reading these articles, I now question that impulse. I do know that the next time I make a purchase, I'll think about why I'm putting my down on the counter.