

Hook Examples:

A startling fact (facts & numbers):

For centuries, weapons of mass destruction have inhabited our planet. However, they reached new heights throughout World War II and the Cold War with the evolution of nuclear weaponry, revealing humanity's capacity for technological innovation, as well as our appetite for destruction. This hunger has only continued to grow, as there are currently over 10,000 documented nuclear weapons on our planet; of this the United States houses 46% and Russia houses 48%, granting them top spots in the arms race. Not only that, but in order to modernize and maintain their arsenals over the next 30 years, both countries have committed upwards of 1.2 trillion dollars (Reuters.com, 2018). This continued pursuit of nuclear weaponry—and the potential for mass destruction—has inspired uneasy observers to question how we got here, and just how far we're willing to push the limits of technology and ourselves.

A meaningful quotation (what experts have said about the topic):

In 2017, Stephen Hawking, renowned physicist, was asked about humanity's fate in the wake of our rapid technological advancements. He was not hopeful. He stated, "technology has advanced at such a pace that [it] may destroy us all by nuclear or biological war" (Fortune.com, 2017). This bold statement reveals that while humans are capable of incredible feats in the field of technological development, we are potentially pushing the limit too far. Thus, Hawking, like so many before him, warns that humanity is allowing technology not to lead us to greatness, but to our own destruction.

A rich vivid, description (pull the reader into the world of the story):

A split-second flash of light, and with that the city was enveloped in flames. The fire, both lazy and arrogant, spun slowly throughout the once quiet homes and lively playgrounds. Whenever and wherever the fire touched, it burned. Mercifully, the rains came, but the drops were unusually large and filled with wisps of black smoke. The soft rains did not and could not quench the thirst of the fire, nor could they extinguish the radioactive glow the fire left in its wake; so, humanity burned too.

An analogy or metaphor (make a comparison):

North Korea boldly declares they are testing nuclear weaponry. The United States declares they are committing 1.2 trillion dollars to further develop their nuclear arsenal (Reuters.com, 2018). As the so-called super powers of the world threaten nuclear warfare once again, each moment that passes brings increased global tensions, and humanity's doomsday clock ticks another second closer to midnight.