U2 has always produced powerful songs. From the spiritually driven "I Still Haven’t Found What I’m Looking For" to the blatantly sexual "If You Wear That Velvet Dress," audiences have been persuaded to examine their religious doubts as well as to give in to their emotions. Never a band content in sticking to one style, their music has evolved and taken many forms. Their more recent songs show a level of complexity so far unsurpassed in music. But one of the most powerful songs dates back to their early years, when their style was seemingly simpler and more direct. "Sunday Bloody Sunday" stands out as one of U2’s finest songs. Its rhetoric is successful because of its simplicity, not despite it.

**Hook: This is a large concept, and now we’ll look at a specific piece of it.**

"A dog is man's best friend." That common saying may contain some truth, but dogs are not the only animal friend whose companionship people enjoy. For many people, a cat is their best friend. Despite what dog lovers may believe, cats make excellent housepets as they are good companions, they are civilized members of the household, and they are easy to care for.

**Hook: You may have one perception of the topic I’m about to address, but now I’ll show you another side of it.**

After the September 11, 2001 terrorist attacks on New York's World Trade Center and the Pentagon, the debate surrounding racial profiling in airports intensified. Many people believed that profiling was the best way to identify possible terrorists, but many others worried about violations of civil liberties. While some airports began to target passengers based solely on their Middle Eastern origins, others instituted random searches instead. Neither of these techniques seems likely to eliminate terrorism. Now many experts in the government and in airport security are recommending the use of a national ID card or Safe Traveler Card. If every US citizen had such a card, airlines could screen for terrorists more effectively than they do now and avoid procedures that single out individuals solely on the basis of race.

**Hook: Remember that major historical event that we all lived through? Well, we’re still feeling its impacts, and I’ll show you why.**

She sits, tearful and crumpled, in a corner of her little bedroom. Her brother has torn apart the living room with a baseball bat. Rocky, the guy she has fallen in love with, comes into the room. "Do you want a roommate?" she asks shyly, almost whispering. "Absolutely," says Rocky. Which is exactly what he should say, and how he should say it, and why "Rocky" is such an immensely involving movie. Its story, about a punk club fighter from the back streets of Philly who gets a crack at the world championship, has been told a hundred times before. A description of it would sound like a cliche from beginning to end. But "Rocky" isn't about a story, it's about a hero.

**Hook: OK, I’ve set the scene for you—and now I’ll explain what’s really going on here.**

Empathy is a virtue that not all people have. To be able to understand other people’s feelings, motives, or situations takes a lot of effort since we live in such a judgmental society. Anne Frank, who was a young Jewish girl, went into hiding for three years trying to escape being killed by the Nazis during World War II. Under dire circumstances, Anne showed empathy in her many diary entries. *Anne Frank: The Diary of a Young Girl* by Anne Frank shows that empathy can exist in horrific conditions.

**Hook: This is an issue that we all face in life, and this story gives us an example of it.**