Introduce the context or background to the topic:
Perhaps you could explain the title in your own words or
use a quotation from an author who offers a supporting
or contradictory statement about your topic area.

What is the purpose of writing about this topic? Is there a problem or controversy with the topic?

Definitions: Are you using any complex terminology or acronyms that need defining? Try to use a working definition from an expert in your subject area rather than referring to a general dictionary definition.

Introduce the main ideas that stem from your topic: You cannot write about everything;
for a 2,000 word assignment, select between 3-5 key ideas and introduce them in the precise order in which they will be discussed.