

Structured writing & research communication Notes

TOPIC: Setting the Hook

SOURCE: Grant & Pollock (2011) - Publishing in AMJ: Setting the Hook

KEY CONCEPTS:

The Introduction is the most critical part of a paper. It must answer three questions:

1. Who Cares? (The Hook)

Why does this topic matter theoretically or practically?

2. What Do We Know? (The Foundation)

Briefly summarize the current conversation. "Scholars have largely focused on X..."

3. What Don't We Know? (The Gap/Problem)

"However, we still do not understand Y..."

4. How Will This Study Help? (The Contribution)

"This study addresses this by..."

Writing is not just reporting results; it is joining a conversation. The structure must invite the reader in and convince them the journey is worth taking.