

## 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.