Creating Contexts: Writing Introductions Across Genres

By Christine B. Feak, John M. Swales

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Learn how to write powerful introductions that will help you retain readers' attention -- and ultimately get you more promoters, subscribers, leads, and even paying customers. But what about writing introductions? Compelling readers to actually read the article is an art form in and of itself -- and if you don't do it well, then you're denying yourself potential promoters, subscribers, leads, and even paying customers. Take a look at the following graph from Schwartz to see what I mean. It shows where people stopped scrolling in an experiment covering many articles across the web. Every time someone landed on an article, Chartbeat analyzed that visitor's behavior on a second-by-second basis, including which portion of the page the person was currently Online Commentary to Creating Contexts: Writing Introductions across Genres. Christine B. Feak, John Swales, and Vera Irwin. Before we get to the actual commentaries on the tasks, a few preliminary remarks would seem to be in order. General Comments and Teaching Suggestions. 1. Regular users of the textbook (whether teachers, tutors, or independent scholars) may nd it more convenient to print out this commentary. 2. As always, we urge selective use of the material in the book because many will nd that not all tasks and activities are directly relevant to their working situations; instructors, Style, Genre & Writing. Summary: This resource provides a list of key concepts, words, and phrases that multi-lingual writers may find useful if they are new to writing in the North American educational context. It covers concepts and and key words pertaining to the stages in the writing process, style, citation and reference, and other common expressions in academic writing. Context refers to the surroundings of certain words, phrases, sentences, or paragraphs. The meanings of words, phrases, sentences may change based on a given context. For example, in "give a hand", "hand" would be interpreted as "help" or "assistance", rather than as the thing at the end of your arm that has four fingers and a thumb. Conventions. Conventions refer certain traditions or rules of a context or genre. Research article introductions are central to Creating Contexts: Writing across Genres with the CaRS (creating a research space) model used as a starting point. This volume focuses on introductions for other kinds of texts that are also part of the graduate student writing experience such as course papers and critiques, proposals, and dissertations. This volume represents a revision and expansion of the material on introductions that appeared in English in Today's Research World. The material presented in this volume is appropriate for graduate students and others already working in their Introductions. An introduction is typically the first paragraph of your paper. The goal of your introduction is to let your reader know what he or she can expect from your paper. While there is no one formula for writing a good introduction, in general, an introduction should do the following: Attract the Reader's Attention. Begin your introduction with a "hook" that grabs your reader's attention and introduces the general topic. Here are some suggestions on how to create a "hook": State an interesting fact or statistic about your topic. Ask a rhetorical question.

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