Swales’ Model for Introductions

A RESEARCH BASED APPROACH
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The Elevator Speech

- Is anyone familiar with this concept?
- Does anyone know where this comes from?
Attention Spans in 2015

- According to Statistic Brain an online research institute:
- In 2000 the average attention span was 12 seconds
- In 2015 the average attention span is 8.25 seconds
- Which means in any given situation you only have 8 seconds to capture someone’s full attention
Different than an elevator speech
But how different is it?
Examples
What about in your own research?
How long does it take you to decide that you will use a particular article for your own purposes?
• What challenges do you face in conducting your own research?
• What are some frustrations you have encountered in the past?
Introductions

- Writing an introduction is a difficult task
- It is the first contact you will have with your readers
- This is how your readers will create their first impressions of you
- Similar to an attention span, according to Forbes Magazine you only have seven seconds to create a valuable first impression
Why do I keep comparing writing to networking and interacting with people?

In academia and in research your writing is the primary way you will interact with your peers and possible employers

Statement of Purpose and Writing Sample
Your Writing is YOU!

• BUT unlike speaking and first impressions your writing doesn’t end

• It is harder to fix

• Will always be there
John Swales

- Linguist from the University of Michigan
- His main area of research is Genre Theory
- What is a Genre, and why does it have a Theory?
3 Move Model for Introductions

- Developed by studying 48 articles in the natural and social sciences
- Based on Empiric Research
- Found that overall Scientists use 3 different “moves” or strategies to create a research space for their work
- Why do you have to CREATE a research space?
Move 1: Establishing a Territory

- The author sets the context for her/his research, providing necessary background on the topic
The author addresses the community/audience and asks them to accept that the research about to be reported on is a part of a well established research area.

“Recently there has been a lot of interest in...”

“Knowledge of X has great importance for...”
Move 1: Step 2: Making Generalizations

- The author makes statements about current knowledge, practices, or phenomena in the field
  - “The properties of X are still not completely understood”
- X is a common finding in patients with...”
Move 1: Step 3: Reviewing Previous Research

• The author relates what has been found on the topic and who found it
• “Several studies suggested that…”
• “Both Johnson and Morgan claim that…”
• “Reading to children at an early age has an impact (Jones 2002)”
The author argues that there is an open “niche” in the existing research, a space that needs to be filled through additional research.

There are four ways to accomplish this:
The author refutes or challenges earlier research by making a counter-claim.

“While Jones and Riley believe X method to be accurate, a close examination demonstrates their method to be flawed.”
The author demonstrates that earlier research does not sufficiently address all existing questions or problems.

“While existing studies have clearly established X, they have not addressed Y.”
The author asks questions about previous research, suggesting that additional research needs to be done.

“Jones and Morgan have established X, but these findings raise a number of questions, including...”
The author presents the research as a useful extension of existing research.

"Earlier studies seemed to suggest X. To verify this finding, more work is urgently needed."
Move 3: Occupying a Niche

- Using the Niche established in Move 2, the author creates the research space that she will fill in order to:
  - Substantiate the counter claim made
  - Fill the gap identified
  - Answer the questions asked
  - Continue the research
Move 3: Step 1A: Outlining Purposes

- The author indicates the main purpose(s) of the current article
- “In this article I argue...”
- “The present research tries to clarify...”
The author describes the research in the current article. “This paper describes three separate studies conducted between March 2008 and January 2009.”
Move 3: Step 2: Announcing Findings

- The author presents the main conclusions of her/his research
- “The results of this study suggest...”
- “When we examined X, we discovered...”
The author previews the organization of the article
“This paper is structured as follows...”
Activity!

- WOO FUN!
Other Contexts

- The Statement of Purpose
Works Cited

- https://www.lsa.umich.edu/eli/aboutus/facultyandsstaff/ci.swalesjohn_ci.detail