

Writing Your Introduction

The introduction to any document sets the scene –it tells the reader exactly what your research is about. The introduction tells the reader upfront who it’s for, what the research problem is, what you’re trying to solve, and how you’re going to solve it. One way to write your introduction is following the CARS model.

The CARS Model *Creating A Research Space*

The CARS (Swales, 1990) model was developed by linguist John Swales who proposed a simple framework to describe the typical ‘moves’ that an author makes in their Introduction and Abstracts. The three ‘moves’ that Swales (1990) proposed helps develop an effective Introduction.

Move 1	Establishing a research territory	CONTEXT
E	a. by showing that the general research area is important, central, interesting, problematic, or relevant in some way (optional)	
B	b. by introducing and reviewing items of previous research in the area (obligatory)	PROBLEM
Move 2	Establishing a niche	
C Q	a. by indicating a gap in the previous research, raising a question about it, or extending previous knowledge in some way (obligatory)	SOLUTION
Move 3	Occupying the niche	
S	a. by outlining purposes or stating the nature of the present research (obligatory)	
	b. by listing research questions and hypotheses (optional)	
N	c. by announcing principle findings (optional)	
	d. by stating the value of the present research (optional)	
S	e. by indicating the structure of the research paper / thesis (optional)	

Adapted from Swales and Feak (2012, p. 331)