How to write an Introduction

Whether you are writing a report, essay, dissertation, presentation, leaflet or case study, introductions always need to do similar jobs for the reader.

Use INTROS

❖ **INTroduce the context: set the scene, provide background:**
  ➢ Recent events, popular knowledge, general information.
  ➢ This eases your reader gently into the particular topic by starting off with something they are likely to already know.
  ➢ Situate the topic in recent debates or controversies.

❖ **Topic: present the topic:**
  ➢ Explain the key ideas and main question or topic of your work.
  ➢ Highlight key terms, definitions, and explain what particular aspects are being explored.

❖ **Rationale: Explain why it is important:**
  ➢ Offering a rationale or a justification for the topic helps develop the critical aspect of your work.
  ➢ If you have chosen the topic, explain why it has been chosen (without using personal language).
  ➢ If you haven’t chosen the topic or are working on a topic which has been provided for you, explain why the debate or topic is important in the field of study.

❖ **Objective: Define the aim or purpose of your piece of work:**
  ➢ What are you going to try to do? Prove a point, compare and contrast two ideas, develop a solution?
  ➢ Note that for many assignments and essays, the aim needs to answer the question or title set.

❖ **Structure: Outline what points will be discussed and in what order?**
  ➢ Give your reader a map for what is coming up next. Clearly indicate the order.

**Tips:**
- Write your introduction LAST! It is much easier to explain your aim and structure after you have written the main body and conclusion.
- Move from general to specific.