

Taken from Swales' Move Analysis of Scholarly Introductions & Metagenre Analysis

1. Establish the field of study

- State the general topic and make a claim about why it is important
- Describe what is generally known about this topic.

2. Summarize previous analyses / Convince the audience there is a problem

[usually for a more specific area of study]

- State the core ideas in the literature and structure them in a logical sequence
- Draw conclusions from the literature review by summing up the relevance of the literature review for the project

3. Prepare for the current analysis / Convince the audience that solving the problem is important (argue for value)

- Identify a gap, or problem. That is, given the research reviewed in Step 2, what is missing? Are there gaps related to an area that has not been studied, or to a new method that needs developing? [Typically identified by a “negative turn”]
- Raise a question that needs to be answered.
- Indicate the importance of solving the problem or answering the question

4. Describe research / argue for credibility

- State the overall goals and specific aims of the research.
- Outline the methods to be followed.
- Convince the audience that the proposer has the ability to generate a solution to the problem