



ORCOM 199

Organizational Communication Research

Study Guide for Unit 3.5 **THE RESEARCH PROPOSAL: Writing the introduction**

Writing the Introduction

The first chapter of your research proposal is the Introduction. Here you will provide the background of your study, state the research problem and objectives, and discuss the study's significance. A compelling and well-written introduction is important in research as it is where you provide an overview of your study, define relevant concepts, and articulate the purpose of your research, among others.

Read

Chapter 5, "The Introductory Chapter" (pp. 61 - 72) in Evans, D., Gruba, P., & Zobel, J. (2014). *How to write a better thesis* (Third edition). Springer.

Think

1. What are the key contents for the introduction?
2. The authors suggest some tips for writing a strong introductory chapter. Which ones do you think would you adopt?
3. Apply: Draft a sentence or paragraph outline* for your introduction. List the sources you will use per entry. Take note of sources or pieces of information that you need but are not currently at hand.

* For our purposes, a *sentence outline* is one in which the outline body consists of single complete sentences. These are replaced by single sentences and short paragraphs (2 to 3 sentences) in a *paragraph outline*.