

A HOOK is a musical idea, often a short riff¹, passage, or phrase, that is used in popular music to make a song appealing and to "**catch the ear of the listener.**"

The term generally applies to popular music, especially rock, R&B, hip hop, dance, and pop. In these genres, the hook is often found in, or consists of, the chorus. A hook can be either melodic or rhythmic, and often incorporates the main motif for a piece of music.

One definition of a hook is "**a musical or lyrical phrase that stands out and is easily remembered.**"

Definitions typically include some of the following: that a hook is **repetitive, attention-grabbing, memorable, easy to dance to, and has commercial potential and lyrics.**

A hook has been defined as a "part of a song, sometimes the title or key lyric line, that keeps recurring."

¹ riff =(music: short repeated phrase