

English for Study Purposes

Unit 1: What Makes Good Writing

Aims

- To provide an opportunity for an in-depth analysis of argumentative prose
- To alert students to the ways in which good writers organise their thoughts
- To encourage students to think about good writing and make a commitment to improve their written English

Materials

- EFSP 1.1. Student's File — Corporations have rights - but so do individuals
- EFSP 1.2. Student's File — Paragraph one - an intensive analysis
- EFSP 1.3. Student's File — Verbs, their forms, tenses and usage
- EFSP 1.4. Student's File — To correct, to refer and to emphasise
- EFSP 1.4a. Student's File — More about words
- EFSP 1.5. Student's File — Paragraphs 2-7

Procedure

1. Refer students to EFSP 1.1. and EFSP 1.2. They must read paragraph one carefully before reading the notes about it.
2. When they have found the 13 prepositions, check the extra information given in the Teacher's File with them. For example, see if they can identify the three phrasal verbs before you tell them what they are / which ones they are.
3. Next they should read through the analysis of the paragraph for verbs, forms, tenses and usage.
4. In EFSP 1.4. and EFSP 1.4a. there is further guided analysis of the way the paragraph is written.
5. Paragraphs 2-7 are then used as an intensive reading and analysis activity. Allow students to work at their own pace. You may want to check back after each paragraph, or you may want to wait to the end. Let students check with each other AFTER they have finished so that they can share and justify ideas. It is probably best not to make this unit competitive.

Answers:

Paragraph 1 — prepositions:

In your morning paper — this is a common area of error — in a newspaper, but on television.

an entry form for

a lucky draw sponsored by — an ordinary passive

send in

details of

fill in the form — you can also write "fill the form in", so this is a phrasal verb, and the preposition can also be an adverb particle.

giving away — a phrasal verb

sought-after — a compound adjective derived from verb and preposition.

With the data

you ... send in — phrasal verb

a dossier on

figure out — phrasal verb

For the cost of a family holiday

Verbs, their forms, tenses and usage

you find — main verb. Simple present is used as we are being asked to imagine an everyday event.

sponsored — past participle. You can imagine it to be a relative clause — "which has been sponsored".

To win — an infinitive to express purpose

you need — main verb

to do — infinitive after 'need'

to send — infinitive as a noun phrase (for example: "All you need to have is money").

The infinitive and the gerund are ways of putting verbs into positions that belong to nouns. Ice-cream is nice. To sing is fun. Eating is pleasant.)

you use — part of an indirect question.

What could be easier? — the modal form is used because there is an implied 'if' — i.e. if you did it, what could be easier?

you fill — main verb

You may not realise it — modal verb as it's only a possibility

by answering — gerund

you are giving — a second main, 'but' joins the two main clauses so there is no problem. The continuous tense is not essential, but covers the long-term consequences.

sought-after — irregular verb: seek, sought, sought. Compound adjective.

you...send in — part of a relative clause. (Insert 'that' after data to see it clearly.)

the company can assemble — modal

This allows — main verb

to target — infinitive — noun phrase [This allows it freedom]

plan — bare infinitive

and figure out — bare infinitive

ways to keep — 'way' is often followed by an infinitive. e.g. 'the best way to study'

it has acquired — present perfect. By the time someone gets the holiday prize, it already has the information and will be able to use it for some time into the future.

What the pronouns refer to

1-4: your, you — general reader

5: it = you are giving away personal information

those = the questions in the newspaper

6. its = the company's

7. This = having a detailed dossier

8. it = the company

your = general reader's

Paragraph 2:

S1

- (i) Owing to/Because of/As a result of
- (ii) ubiquity = the quality of being everywhere
prevalence, popularity; widespread use.
- (iii) There are 3:
- (iv) are storing, manipulating and trading
- (v) hand
- (vi) This is going on all the time nowadays.

S2

- (i) Storing, manipulating and trading data
- (ii) raise
- (iii) It's about a state in which people are controlled in an unpleasant way.

S3

- (i) though
- (ii) has
- (iii) Open to discussion. One syllable words (black) take 'er' (blacker); three syllable words (beautiful) take 'more'. Some discretion has to be used with 2 syllables (happy/happier; splendid/more splendid). In addition, 'welcome' seems to have been formed from 'well' and 'come' rather than being a pure adjective.
- (iv) to emphasise - far from being bad, we benefit.

S4

- (i) can (cater)
- (ii) companies/the reader - consumers

S5

- (i) Despite this
In spite of this
Although this is true,
- (ii) should give
- (iii) data
- (iv) The writer is expressing an opinion, and making a recommendation.
- (v) multiply — verb multiplier(n)
multiple — noun
[Then there are 'multitude'(n) and various relatives. Multi, (Latin) = many]

Paragraph 3

- (i) S1. is/is
S2. think
S3. is
S4. has
S5. is
S6. limit
S7. becomes
S8. are/do have
S9. could put
- (ii) privacy
privacy
dummy 'it' no real reference
readers
- (iii) What and why
limited, emotional and immediate
friends or family
more powerful...more ubiquitous...more real
mass patterns and group habits
of individuals and their actions
unscrupulous individuals or overzealous law enforcers.
- (iv) noun
adjective
noun
adverb
adjective

- (v) troubling, worrying
independent
pictures
example, imagined situation
too much
too keen
- (vi) After all - concession: Surely you agree and, yes, I agree.
But - simple word. Change of direction.
It should be said - you must admit, no one will deny. Agreement-building.
(but)

Paragraph 4:

- (i) S1. The way to guarantee that data are used for responsible purposes
S2. They
S3. few countries in Asia
S4. they
S5. The consequences
S6. The finance and insurance industries
S7. it
- (ii) responsible, personal (few), serious, up-to-date.
Note: not *updated*
- (iii) 1. are used
2. can be done
3/4. can be circulated, is used or processed.
5. is known
(*based* has a passive sense)
- (iv) used or processed
gather and keep
control or correct
turns down a loan or denies insurance
- (v) The writer is arguing this should now change.
- (vi) It is a possibility. *Could* expresses unsureness. [Modal verb]
- (vii) The way - the only way, here explained
the right - defined here
the moment - this precise moment
The consequences - here explained
a company - any company
a loan application - any one
an individual - any one
the most up-to-date data - there can only be one set of data like this.

- (viii) Obviously - no one can argue
for instance - example
(Note how few there are)
(Internally we find as well as/and/or)

Paragraph 5:

- (i) the first sentence
- (ii) gather/use - general, present simple
should begin - recommendation
have found - in the recent past, yet contributing to the present situation
means - general, present simple
owe - general, present simple
to keep - noun phrase, referring to 'it'
could spring - modal, possibly
have received - the consequences continue to give trouble.
owned - past, at that exact time.
- (iii) -ity is a noun suffix - usually abstract. Other examples are purity/infinity
- (iv) the companies
- (v) Companies/Criminals/companies/customers/data/people/bills/\$2,000/them/
Frauds/copies/victims'/cards/addresses/accounts/names
16 (Let argument reign!)

Paragraph 6:

- (i) argue
- (ii) And - extra point
But - objection
On balance - seek a compromise
Equally - extra point
- (iii) for emphasis - he is arguing against someone who may say 'does not'.
- (iv) It's a metaphor. It has similar sounds T.....t. It's a gerund - phrase, noun phrase.
It's subject of the main verb *could put* It means *Stopping*.

Paragraph 7:

- (i) spread/ information/ fact/ existence/ eradication/ conveniences/ world/ machines/
cards/ phones/ rewards/ risks/ regulations/ governments/ legislation/ protection/
privacy/ requirements/ commerce
- (ii) *Student's own answer*