

# **Balancing old and new activity types on an academic writing website**

Hilary Nesi

&

Sheena Gardner

# A follow-on project

Intended to apply findings from '*An Investigation of Genres of Assessed Writing in British Higher Education*' 2004-2007

[www.coventry.ac.uk/bawe](http://www.coventry.ac.uk/bawe)



For the British Council Learn English website

<http://learnenglish.britishcouncil.org/en/>

# The team

- Hilary Nesi and Sheena Gardner - from the original ESRC project
- Andy Gillett – materials developer
- Tim Kelly – video and multimedia
- Elly Hutchings - icons
- Alex Woolner – consultant from Coventry Serious Games Institute
- Adam Kightley – British Council

# Project objectives

- **To raise teachers' and learners' awareness of the types of writing produced by students in specific disciplines**
- **To create motivating academic writing materials**
- **To improve the quality of student writing, especially the writing produced by users of English as a second or a foreign language.**

# Basic Exercise Templates

**True or False**

**Reordering Vertical**

**Reordering Horizontal**

**Multiple Choice**

**Matching**

**Error Correction**

**Gap Fill Drag & Drop**

**Gap Fill Typing**

**Grouping**

**Multiple Selection**

**Image Matching**

**Image Library**

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## Writing for a Purpose

### Writing for a Purpose

Materials to improve the quality of discipline-specific student work.



- Introduction
- ▶ Primary Purposes
- ▶ Genre Families
- ▶ Your Writing Task
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### Writing for a Purpose

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## Writing for a Purpose

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This is the basic menu for the site

Login or register to post comments

# Expanding the Menu






The 'Primary Purposes' section provides audio files of mini-interviews, gap-fill and matching tasks

## Writing for a Purpose

- Introduction
- ▼ Primary Purposes
  - Primary Purposes: Introduction
  - Case Studies, Design Specifications, Problem Questions and Proposals
  - Essays and Critiques
  - Event Recounts and Public Engagement
  - Explanations and Exercises
  - Literature Surveys, Methodology Recounts and Research Reports
  - Primary Purposes: Tasks
  - Primary Purpose: Specific Purpose
- ▶ Genre Families
- ▶ Your Writing Task
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# Purposes linked to genre families:

Purpose	Genre families
Demonstrating knowledge and understanding 	<i>Exercises</i> <i>Explanations</i>
Developing powers of independent reasoning 	<i>Critique</i> <i>Essay</i>
Building research skills 	<i>Literature Survey, Methodology</i> <i>Recount, Research Report</i>
Preparing for professional practice 	<i>Case Study, Design Specification,</i> <i>Problem Question, Proposal</i>
Writing for oneself and others 	<i>Event Recount, Public Engagement</i>

## Primary Purposes: Introduction

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We have divided the 13 types of written assignment into 5 broad categories. Each category has a slightly different primary purpose.

Genre Families	Purposes
 Explanations;  Exercises	 1. Demonstrating Knowledge and Understanding
 Literature Surveys;  Methodology Recounts;  Research Reports	 2. Building Research Skills
 Essays;  Critiques	 3. Developing Powers of Independent Reasoning
 Event Recounts;  Public Engagement	 4. Writing for Oneself and Others
 Case Studies;  Design Specifications;  Problem Questions;  Proposals	 5. Preparing for Professional Practice

### Writing for a Purpose

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  - Primary Purposes: Introduction
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    - ▶ Essays and Critiques
    - ▶ Event Recounts and Public Engagement
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    - ▶ Literature Surveys, Methodology Recounts and Research Reports
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### Search

Search this site:

# Icons are associated with each purpose, and each genre family

Genre Families	Purposes
 Explanations,  Exercises	 1. Demonstrating Knowledge and Understanding
 Literature Surveys,  Methodology Recounts,  Research Reports	 2. Building Research Skills
 Essays,  Critiques	 3. Developing Powers of Independent Reasoning
 Event Recounts,  Public Engagement	 4. Writing for Oneself and Others
 Case Studies,  Design Specifications,  Problem Questions,  Proposals	 5. Preparing for Professional Practice

# Primary Purposes: Tasks

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Tasks 1 - 4 will give you practice in understanding and remembering the 5 primary purposes.

Task

Task 2

Task 3

Task 4



Purpose Task 1

Knowledge & Understanding

Independent Reasoning

Research Skills

Professional Practice

Writing for Oneself & Others

## Instructions

Match the icons with the primary purposes.

START

Tasks 1 - 4 will give you practice in understanding and remembering the 5 primary purposes.

Task

Task 2

Task 3

Task 4



## Purpose Task 1

Independent Reasoning

Writing for Oneself & Others

Professional Practice

Knowledge & Understanding

Research Skills



Task

## What do you mean by Preparing for Professional Practice?

Listen to the discussion between a student (S) and a lecturer (L) and fill in the blanks.



What does Preparing for Professional P...



S: So wh

L: Well,

that mig

profession

the  a

S: So I'm

L: Yes, th

blems

a

t  in

### Instructions

Listen to the discussion between a lecturer and a student and fill in the blanks.

START

## Preparing for Professional Practice: Listen

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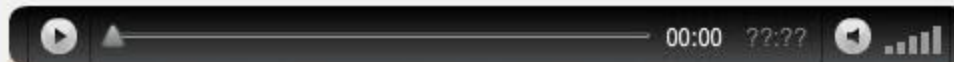
### What do you mean by Preparing for Professional Practice?

Task

Listen to the discussion between a student (S) and a lecturer (L) and fill in the blanks.



What does Preparing for Professional P...



S: So what do you mean by  ?

L: Well, this is the kind of writing that you do when you're  problems that might  occur in the world of  . If you were, for example, a  professional or a  or a  person. You talk about a problem that  in the  and you try to find   to that problem.

S: So I'm  things I might do in my  ?

L: Yes, that's right.

Task

Task 2

Task 3

Task 4



## Specific Purpose Task 1

Building Research Skills.

Demonstrating Knowledge and Understanding

Developing Powers of Independent Reasoning.

Preparing for Professional Practice

Writing for Oneself and Others

### Instructions

Look at the assignment briefs on the left. Then drag the primary purpose into the appropriate column on the right.

**START**

Assignment

Plan a lu

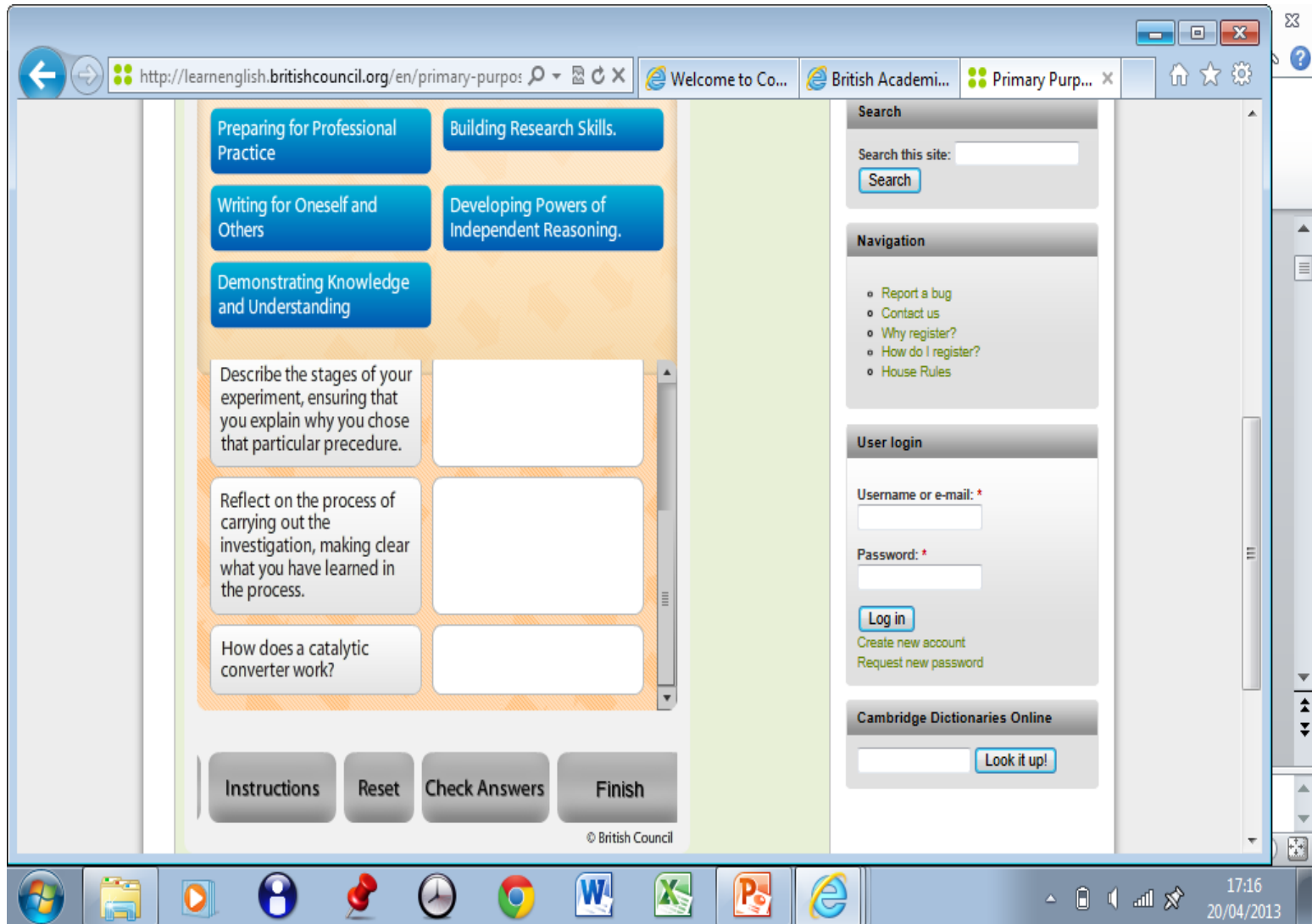
Discuss t  
disadvan

Describe  
experim  
why you  
precedu

Reflect on the process of carrying out the investigation, making clear what you have learned in the process.

How does a catalytic converter work?





## Writing for a Purpose

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- ▶ Primary Purposes
- ▼ Genre Families
  - Genre Families: Introduction
  - Genre Families: Information
  - Genre Families: Descriptions
  - Genre Families: Assignment Brief
  - Genre Families: Specific Purpose
- ▶ Your Writing Task
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The 'Genre Families' section describes and gives examples of each of the 13 genre families

# Information and activities for individual genre families

## Genre Families: Information

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We have identified 13 types of student writing. These types of writing are often referred to as *genres* or *genre families*.

The 13 genre families we have identified can be described as follows:

- In a *Case Study*, you focus on a particular organisation, industry or person (such as a patient) in order to describe it from a range of perspectives. You will conclude with recommendations for future action. *Case Studies* are particularly common in medicine and health disciplines, and in disciplines which involve business studies (for example agriculture, business, engineering, and hospitality, leisure and tourism).
- In *Critiques*, you will be expected to evaluate something such as a theory, a book or a piece of equipment. This will enable you to answer the question, "What is the value of x?" *Critiques* are common across the disciplines, to evaluate the writer's own work, and the work of others.
- In *Design Specifications*, you are expected to demonstrate your ability to develop a design for a product or procedure that could be manufactured or implemented. *Design Specifications* are particularly common in computer science and engineering.
- In *Public Engagement*, you will communicate your specialist disciplinary knowledge in forms such as newspaper articles or information leaflets. You will be expected to write in registers suitable for general rather than academic audiences. *Public Engagement* is particularly common in the sciences, but can be given as a writing task in any discipline.
- In *Essays*, you are expected to develop ideas, make connections between arguments and evidence and develop an individualised thesis. You will usually write these in response to a question given by your lecturer. *Essays* can be given as a writing task in any discipline.
- *Exercise* genres give you the opportunities to demonstrate your understanding, usually of basic skills and concepts. They are typically short numbered responses to questions. *Exercises* can be given as a writing task in any discipline, and are common in disciplines where students are required to perform mathematical calculations.
- In *Explanations*, you are required to demonstrate your knowledge and understanding and to answer questions. They are generally longer than exercises and additionally expect you to explain how something works or functions. *Explanations* can be given as a writing task in any discipline, but are particularly common in the Sciences.

The 'Writing Task' section has activities relating to each of the genre families

Writing for a Purpose

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- ▶ Genre Families
- ▼ Your Writing Task
  - Your Writing Task:
    - Introduction
    - ▶ Case Studies
    - ▶ Essays
    - ▶ Event Recounts
    - ▶ Explanations
    - ▶ Critiques
    - ▶ Design Specifications
    - ▶ Exercises
    - ▶ Public Engagement
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# Your Writing Task

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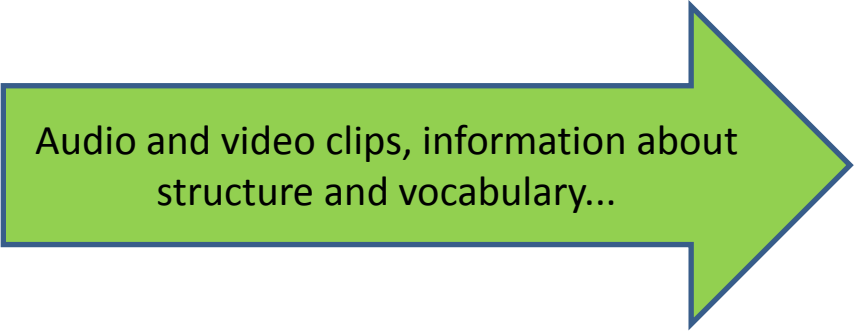
If you have read the first four pages and done some of the exercises, you should understand about the 5 primary purposes of academic writing and the 13 genre families.

You should now be able to choose the correct genre you need to use for your writing. If you are still not sure, read your question or assignment brief again. It might also be a good idea to talk to your lecturer.

What is your primary purpose?

If you have not read the first four pages and, therefore, cannot identify your primary purpose, we suggest that you have a look at those pages.





Audio and video clips, information about structure and vocabulary...

- Introduction
- ▶ Primary Purposes
- ▶ Genre Families
- ▼ Your Writing Task
  - Your Writing Task: Introduction
  - ▼ Case Studies
    - Case Studies: Listen
    - Case Studies: Structure
    - Case Studies: Vocabulary
    - Case Studies: Writing Process
  - ▶ Essays
  - ▶ Event Recounts
  - ▶ Explanations
  - ▶ Critiques
  - ▶ Design Specifications
  - ▶ Exercises
  - ▶ Public Engagement
  - ▶ Problem Questions
  - ▶ Proposals
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Information  
about  
stages and  
vocabulary,  
derived  
from  
examination  
of the  
corpus  
evidence.

# The following sentences are taken from the introductory sections of Explanations.

- **Match the sentences with their missing words.**
- ..... or missing mass, as it's often known, is matter that cannot be detected by observing the electromagnetic radiation. As it is not directly detectable this makes its quantities very difficult to measure. (dark matter)
- The ..... has long legs, large pricked up ears, a long head and body, a straight belly and a distinctive red/ginger coat. Records show that this colour has not changed since the 1800s and importantly the coat prevents sunburn in summer. (Tamworth pig)
- The ..... is considered to be a 'noble' grape for wine making. The fruit is small, yellow in colour but not very juicy.. (Riesling grape)
- One of the most easily recognised designs of the 20th Century is the ....., which almost anyone would recognise regardless of age, nationality or gender. (Coca-Cola bottle)
- ..... is the art of sending secret messages. (cryptography)
- The ..... is one of the greatest inventions in the field of Artificial Intelligence. Its appearance based on the human body. (humanoid robot)
- ..... belong to the family of Orchidaceae. It is a unique group of plants that have over 800 genera and over 25000 species. (orchids)
- ..... is a collection of diseases with the common features of uncontrolled cell growth followed by metastasis to surrounding tissues. (cancer)



# Example information about structure.....

Explanations can begin in a number of different ways. Typically, the introductory section provides answers to one or more of the following questions:

- Why is it popular or well-known?
- Why is it important to study it?
- What is problematic about it?
- What are its categories or components?
- What does it do?
- What is its history?



# And accompanying tasks.....

**Group the following passages according to which of these questions they answer:**

- The Chrysler Building is a masterpiece of Art Deco design, built at a time when there was great competition in New York to build the tallest building.
- A clear understanding of the Nitrogen cycle would help to make a profitable use of fertilisers and manure, and reduce the nitrogen content in the water cycle and atmosphere.
- Breast cancer is the most common form of cancer found in women; it is on the increase and is therefore a serious concern. The lifetime risk of developing breast cancer is 1:11 for women and 1:1000 for men.
- There are four different kinds of teeth; the anterior peg-shaped incisors and dagger-shaped canines and the posterior broad, cusped, molars and pre-molars.

# Indicating importance and significance

Choose words to fill the gaps in these sentences, taken from introductions to Explanations:

- The **commonest** molecular disease for the isochromosome of the long arm of the X chromosome is Turner syndrome.
- It is easy to forget that tyres are still a race car's **biggest** single performance variable.
- The Petronas Towers are currently the World's **tallest** buildings.
- Studies indicate that capuchins show the **highest** degree of manual prehension among new world primates.
- Some of the **finest** sweet wines of the world may be produced from Rieslings.
- NME started in 1952, making it the **oldest** existing music magazine.
- Perhaps the **strongest** form of evidence for the existence of dark matter is the rotation curves of galaxies.
- The 2004 Indian Ocean tsunami is perhaps the **best** example of the devastating effect of a strong tsunami.

# Drag and Drop

- So far the most ..... concerning spindle asymmetry is the involvement of heterotrimeric G proteins. (**striking and exciting finding**)
- One of the most ..... in the physiological adjustment of the carp during anoxia is its capacity to acquire the little oxygen that is present in oxygen deficient water. (**important factors**)
- As one of the most ..... proteins, Immunoglobulin G serves as a model for other immunoglobulins. (**extensively studied**)
- However, the most ..... of Fgf-8 is in its involvement in AER derived mitogenic activity that regulates limb bud outgrowth. (**striking role**)
- ATP is the most ..... of energy in the brain. (**important form**)
- This frame is the most ..... in the design of modern vehicles. (**widely used**)

# **A Janus Moment**

**From more traditional CALL  
exercises**

**To more extended (still  
controlled) access to the corpus  
via corpus tools ....**

# From clusters to the Sketch Engine

Explaining cause, effect and significance	
(this) is due to (the)	<a href="https://the.sketchengine.co.uk/bonito/run.cgi/mlsortx?q=a%20word%20is%20due%20to%20within%3Ctext%20genre%3D%22Explanation%22%20F%3E;corpname=preloaded%2Fbawe2&amp;attrs=word&amp;attr_allpos=kw&amp;ctxattrs=word&amp;structs=g%2Cp&amp;refs=%3Dtext.discipline%2C%3Dtext.genre&amp;pagesize=50&amp;gdexcnt=500&amp;gdexconf=:ml1attr=text.discipline:ml1pos=0:ml2attr=text.genre:ml2pos=0:sortlevel=2">https://the.sketchengine.co.uk/bonito/run.cgi/mlsortx?q=a%20word%20is%20due%20to%20within%3Ctext%20genre%3D%22Explanation%22%20F%3E;corpname=preloaded%2Fbawe2&amp;attrs=word&amp;attr_allpos=kw&amp;ctxattrs=word&amp;structs=g%2Cp&amp;refs=%3Dtext.discipline%2C%3Dtext.genre&amp;pagesize=50&amp;gdexcnt=500&amp;gdexconf=:ml1attr=text.discipline:ml1pos=0:ml2attr=text.genre:ml2pos=0:sortlevel=2</a>
as a result of	<a href="https://the.sketchengine.co.uk/bonito/run.cgi/mlsortx?q=a%20word%20as%20a%20result%20of%20within%3Ctext%20genre%3D%22Explanation%22%20F%3E;corpname=preloaded%2Fbawe2&amp;attrs=word&amp;attr_allpos=kw&amp;ctxattrs=word&amp;structs=g%2Cp&amp;refs=%3Dtext.discipline%2C%3Dtext.genre&amp;pagesize=50&amp;gdexcnt=500&amp;gdexconf=:ml1attr=text.discipline:ml1pos=0:ml2attr=text.genre:ml2pos=0:sortlevel=2">https://the.sketchengine.co.uk/bonito/run.cgi/mlsortx?q=a%20word%20as%20a%20result%20of%20within%3Ctext%20genre%3D%22Explanation%22%20F%3E;corpname=preloaded%2Fbawe2&amp;attrs=word&amp;attr_allpos=kw&amp;ctxattrs=word&amp;structs=g%2Cp&amp;refs=%3Dtext.discipline%2C%3Dtext.genre&amp;pagesize=50&amp;gdexcnt=500&amp;gdexconf=:ml1attr=text.discipline:ml1pos=0:ml2attr=text.genre:ml2pos=0:sortlevel=2</a>
an important role in (e.g. to play/take/have an important role in ~ing..)	<a href="https://the.sketchengine.co.uk/bonito/run.cgi/viewattrsx?q=a%20word%20an%20important%20role%20in%20within%3Ctext%20genre%3D%22Explanation%22%20F%3E;corpname=preloaded%2Fbawe2&amp;attrs=word&amp;ctxattrs=word&amp;structs=g%2Cp&amp;refs=%3Ddoc.id&amp;pagesize=50&amp;gdexcnt=500&amp;gdexconf=&amp;fromp=1&amp;setattrs=word&amp;allpos=kw&amp;setstructs=g&amp;setstructs=p&amp;setrefs=%3Dtext.discipline&amp;setrefs=%3Dtext.genre&amp;refs_up=0&amp;pagesize=50&amp;newctxsize=50&amp;gdex_enabled=0&amp;gdexcnt=500&amp;copy_icon=0&amp;multiple_copy=0&amp;tbl_template=">https://the.sketchengine.co.uk/bonito/run.cgi/viewattrsx?q=a%20word%20an%20important%20role%20in%20within%3Ctext%20genre%3D%22Explanation%22%20F%3E;corpname=preloaded%2Fbawe2&amp;attrs=word&amp;ctxattrs=word&amp;structs=g%2Cp&amp;refs=%3Ddoc.id&amp;pagesize=50&amp;gdexcnt=500&amp;gdexconf=&amp;fromp=1&amp;setattrs=word&amp;allpos=kw&amp;setstructs=g&amp;setstructs=p&amp;setrefs=%3Dtext.discipline&amp;setrefs=%3Dtext.genre&amp;refs_up=0&amp;pagesize=50&amp;newctxsize=50&amp;gdex_enabled=0&amp;gdexcnt=500&amp;copy_icon=0&amp;multiple_copy=0&amp;tbl_template="</a>
be able to (e.g. modal + (not) + be able to)	<a href="https://the.sketchengine.co.uk/bonito/run.cgi/mlsortx?q=a%20word%20be%20able%20to%20within%3Ctext%20genre%3D%22Explanation%22%20F%3E;q=sword%2Fi+-1%3C0%7E-3%3C0;corpname=preloaded%2Fbawe2&amp;attrs=word&amp;attr_allpos=kw&amp;ctxattrs=word&amp;structs=g%2Cp&amp;refs=%3Dtext.discipline%2C%3Dtext.genre&amp;pagesize=50&amp;gdexcnt=500&amp;gdexconf=:ml1attr=text.discipline:ml1pos=0:ml2attr=text.genre:ml2pos=0:sortlevel=2">https://the.sketchengine.co.uk/bonito/run.cgi/mlsortx?q=a%20word%20be%20able%20to%20within%3Ctext%20genre%3D%22Explanation%22%20F%3E;q=sword%2Fi+-1%3C0%7E-3%3C0;corpname=preloaded%2Fbawe2&amp;attrs=word&amp;attr_allpos=kw&amp;ctxattrs=word&amp;structs=g%2Cp&amp;refs=%3Dtext.discipline%2C%3Dtext.genre&amp;pagesize=50&amp;gdexcnt=500&amp;gdexconf=:ml1attr=text.discipline:ml1pos=0:ml2attr=text.genre:ml2pos=0:sortlevel=2</a>
this means that	<a href="https://the.sketchengine.co.uk/bonito/run.cgi/mlsortx?q=a%20word%20This%20means%20that%20within%3Ctext%20genre%3D%22Explanation%22%20F%3E;corpname=preloaded%2Fbawe2&amp;attrs=word&amp;attr_allpos=kw&amp;ctxattrs=word&amp;structs=g%2Cp&amp;refs=%3Dtext.discipline%2C%3Dtext.genre&amp;pagesize=50&amp;gdexcnt=500&amp;gdexconf=:ml1attr=text.discipline:ml1pos=0:ml2attr=text.genre:ml2pos=0:sortlevel=2">https://the.sketchengine.co.uk/bonito/run.cgi/mlsortx?q=a%20word%20This%20means%20that%20within%3Ctext%20genre%3D%22Explanation%22%20F%3E;corpname=preloaded%2Fbawe2&amp;attrs=word&amp;attr_allpos=kw&amp;ctxattrs=word&amp;structs=g%2Cp&amp;refs=%3Dtext.discipline%2C%3Dtext.genre&amp;pagesize=50&amp;gdexcnt=500&amp;gdexconf=:ml1attr=text.discipline:ml1pos=0:ml2attr=text.genre:ml2pos=0:sortlevel=2</a>

# Links to the corpus

Clusters which commonly occur in specific disciplines and genres are first identified using Wordsmith Tools, then conflated, then found in Sketch Engine using corpus query language.

For example:

Methodology Recount [\(the\) aim of this experiment/report is/was](#)

Case Study [it is important / recommended / suggested / vital that](#)

The relevant page appears in a frame.

# Navigation help provided

Business,Case study project notice board to offer a visual resource for how the project should progress. The resources (in this instance the number  
 Business,Case study project will be measured. After the implementation the project should also be evaluated to see if what was promised in  
 Business,Case study increased PC / software prices, and therefore cost to the project should be managed through allowing. Sensitivity analysis  
 Business,Case study project manager with a brief snapshot of how long the project should take and what resources are required at any given  
 Business,Case study as a result of training) and future commitments in the project should also be considered (e.g. future orders for parts)  
 Business,Case study have been achieved, has been achieved. Appraisal of the project should be carried out for each work package (ensuring tighter  
 Business,Case study phase because it helps to indicate whether or not the project should be pursued before the strategy is defined. </p><p>  
 Business,Case study must apply. In case the present value is positive, the project should be accepted; if negative, it should be rejected.  
 Business,Case study directly related to the project will be of concern. </p><p> Specifically, expenses to be  
 Business,Case study th among these groups the project will not succeed in achieving its aim and objectives.  
 Business,Case study for peak, the aim of the project will not be achieved. </p><p> Management Strategy: Mitigate  
 Business,Case study ls and outline how the project will be implemented, controlled and reviewed. Recommendations  
 Business,Case study s and outline how the project will be implemented, controlled and reviewed. Recommendations  
 Business,Case study undertaken successfully, the project will run more smoothly". The expectations of different  
 Business,Case study entation the project  
 Business,Case study ob </p> "To bring savings  
 Business,Case study will not allow selling  
 Business,Case study how activities are  
 Business,Case study rt of the organisation  
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 Business,Case study that is what should  
 Business,Case study of success are taken  
 Business,Case study Implere. Ultimate control  
 Business,Case study packa evious page). </p>

Click on the blue words to see more details about the assignment

text.level	3
text.sex	f
text.studentage	25-
div1.type	section
p.n	p26.76
s.n	s1.1;p26.76
text1.course	Management Science
text1.date	2005-12
text1.id	0200f
text1.modcode	IB3820
text1.modtitle	Project Management
text1.title	CFS Insurance Executive Business Report

This assignment was written by a female third year student

She was studying Management Science

This is the title of the assignment

- Save
- View options
- KWIC
- Sentence
- Sort
- Left
- Right
- Node
- References
- Shuffle
- Sample
- Filter
- Frequency
- Node tags
- Node forms
- Doc IDs
- Text Types
- Collocations
- ConcDesc
- ?
- Menu position

Business,Case study directly associated with the project so if necessary, **the project can** be delayed or cancelled if the CFI spirals out of

Business,Case study the realisation phase. Ultimately at a higher pace, **the project may** encounter resistance. However at a slower pace there

Business,Case study opportunity for interaction between activities. Although **the project may** be more difficult to manage with a parallel approach

Business,Case study be defined. It must be taken into account how much **the project may** drift from its course when setting the review periods

Business,Case study stakeholder groups, their interest / stake and influence on **the project must** be ascertained. This will enable the suitable method

Business,Case study </p> d) Implementation Pattern <p> It is suggested that **the project should** adopt a progressive implementation pattern, with

Business,Case study of Employee Support <p> The initial notice regarding **the project should** be made known to all employees prior to informing

Business,Case study project notice board to offer a visual resource for how **the project should** progress. The resources (in this instance the number

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Business,Case study have been achieved, has been achieved. Appraisal of **the project should** be carried out for each work package (ensuring tighter

Business,Case study phase because it helps to indicate whether or not **the project should** be pursued before the strategy is defined. </p><p>

Business,Case study rule to apply. In case the present value is positive, **the project should** be accepted; if negative, it should be rejected.

Business,Case study <p> Generally only costs that are directly related to **the project will** be of concern. </p><p> Specifically, expenses to be

Business,Case study themselves. Without the cooperation among these groups **the project will** not succeed in achieving its aim and objectives.

Business,Case study unsatisfied and don't perform at their peak, the aim of **the project will** not be achieved. </p><p> Management Strategy: Mitigate

Business,Case study thorough analysis of these proposals and outline how **the project will** be implemented, controlled and reviewed. Recommendations

Business,Case study stakeholder management is undertaken successfully, **the project will** run more smoothly". The expectations of different

Business,Case study do, how it is going to do it and how the outcome of **the project will** be measured. After the implementation the project

Business,Case study objectives and evaluation. The project aim defines what **the project will** do and why. The project aim is: </p> "To bring savings

Business,Case study be considered to ensure that it is made clear **the project will** and will not cover. The project will not allow selling

Business,Case study activities <p> The pat **the project will** be conducted, more specifically how activities are

Business,Case study the organisation <p> **the project will** implement change to a large part of the organisation

Business,Case study Strategic control <p> Th **the project will** be the responsibility of the Operations Director

Business,Case study will be cost and "earned

Business,Case study ls throughout the

Business,Case study that is what should

Business,Case study of success are taken

Business,Case study i. Ultimate control

Business,Case study evious page), </p>

Business,Case study project's length

Business,Case study standardised process

Business,Case study ly one multipurpose

Business,Case study her. Project Mandate

Business,Case study uld be i.e. budgeting

Click on the red words to see more context

< expand left a failure to define properly the purposes and nature of the project". <p> Wheeler, Richard, J, (2005), page 17 </p><p> It must be clear what the project is going to do, how it is going to do it and how the outcome of the project will be measured. After the implementation the project should also be evaluated to see if what was promised in the beginning was actually delivered. </p><p> The definition of the CFS Insurance project is 3 fold: aim, objectives and evaluation. The project aim defines what **the project will** do and why. The project aim is: </p> "To bring savings in operational costs and to increase profits, by increasing employee flexibility, commitment to teamwork and improved customer service through the multipurpose teams and the implementation of internet connectivity" <p> The objectives are a more detailed set of statements of what the project is going to deliver. The objectives should be SMART to ensure a focus on what is pertinent and facilitate a thorough evaluation of the project. Evaluation will allow for further improvement and also helps to ascertain if objectives set out at [expand right](#) >



?	Agriculture,Methodology recount	levels of TV viewing <p> From the graph and table above	it is clear that	medium TV watchers have the highest average expenditure
	Agriculture,Methodology recount	significant difference between the diets. However,	it is not possible to	judge any correlation between the saturation and
	Anthropology,Methodology recount	too short to give an accurate representation, and	it is not possible to	make statistically valid interpretations of data.
Save	Anthropology,Methodology recount	but as my observations focused on amounts of time,	it was important to	include the 'not visible' category. </p><p> Another
View options	Archaeology,Methodology recount	animals has not been determined in either assemblage,	it is difficult to	tell which sex has been kept to adulthood. If animal
KWIC	Archaeology,Methodology recount	substitution of one for the other. As Sillar remarks "	it is difficult to	overexploit the use of dung as a resource" given
Sentence	Archaeology,Methodology recount	attempting the interpretation of the sequence as a whole,	it is important to	assess the comparability of the different samples
Sort	Archaeology,Methodology recount	exact location of the deposit sampled is unknown so	it is impossible to	identify the context or phase to which it belongs
Left	Archaeology,Methodology recount	However, in order to conduct a thorough investigation	it is necessary to	move between scales of interpretation. This process
Right	Archaeology,Methodology recount	with descriptions of known examples of oven plaster	it is possible to	infer that this is an oven plaster aggregate. </p>
Node	Archaeology,Methodology recount	in still or slow moving muddy water (ibid.:29) so	it is quite plausible to	expect a suitable niche to exist in a marshland environment
References	Archaeology,Methodology recount	displayed in the shells of land and freshwater snails,	it was possible to	identify the gastropoda to species level; each species
Shuffle	Archaeology,Methodology recount	microscopic examination and referral to reference data	it was possible to	identify all molluscs present within the assemblage
Sample	Biological Sciences,Methodology recount	being	it is clear that	the bacteria could grow earlier on some plates than
	Biological Sciences,Methodology recount		it is clear that	the genes allowing growth to occur by transferring
Click on 'References' to put the blue words in alphabetical order	Biological Sciences,Methodology recount		it is clear that	the temperature at which alkaline phosphatase carries
	Biological Sciences,Methodology recount		it is clear that	the lowest molarity of phosphate which will inhibit
	Biological Sciences,Methodology recount		it is evident that	immunoblotting and gel electrophoresis are powerful
	Biological Sciences,Methodology recount		it is highly likely that	the Lake is in the same condition as the two streams
Doc Ids	Biological Sciences,Methodology recount	pro	it is highly likely that	the streams and lake are in the same state, however
Text Types	Biological Sciences,Methodology recount	the	it is accurate to	compare the two values. </p><p> The catalytic activity
Collocations	Biological Sciences,Methodology recount	the	it is less likely to	be due to chance, and closer to the expected ratio
ConcDesc	Biological Sciences,Methodology recount	for	it is not surprising to	find genes for two neck/collar proteins and a tail
?	Biological Sciences,Methodology recount	looking at one effect pollution can have on a stream	it is plausible to	assume that a form of pollution may be present in
	Biological Sciences,Methodology recount	single BEV growth cycle should be apparent. Therefore	it is possible that	some of the BHK21 cells were more efficient at replicating
	Biological Sciences,Methodology recount	the final stage of this procedure was carried out,	it is possible that	some RNA polymerase may have been washed away leading
	Biological Sciences,Methodology recount	the cell and separating the subcellular compartments	it is possible to	examine the metabolic pathways. Differential centrifugation
	Biological Sciences,Methodology recount	taking this figure away from the other recordings,	it is possible to	discover the absorbance for ovalbumin alone. </p> Figure
	Biological Sciences,Methodology recount	taking this figure away from the other recordings,	it is possible to	discover the absorbance for ovalbumin alone. </p> Figure
	Biological Sciences,Methodology recount	plus maltose is identical to that of lysozyme alone,	it is reasonable to	assume that maltose is not affecting the crystal
	Biological Sciences,Methodology recount	for eighteen hours for data set A is anomalous as	it is unlikely that	a high proportion of the BHK21 cells were so inefficient
Menu position	Biological Sciences,Methodology recount	the numerous procedures involved in this experiment,	it was difficult to	avoid contamination and minor errors that carried
	Biological Sciences,Methodology recount	reaction was stopped at the appropriate time interval,	it was important to	separate the substrate and its hydrolysed form (product
	Biological Sciences,Methodology recount	adding the casein to each of the buffer solutions	it was instantly visible that	a precipitation had formed and that the degree of
	Biological Sciences,Methodology recount	which the samples started growing on different plates	it was possible to	map the order in which the genes had been transferred
	Chemistry,Methodology recount	spectral evidence of sulphur associated to the metal;	it is also possible that	one ligand is nitrogen associated and the other thiocyanate
	Chemistry,Methodology recount	exists in a square planar arrangement. </p><p> From this	it is clear that	steric factors out weigh the benefits of the low
	Chemistry,Methodology recount	</p><p> From a plot of quantum yield vs. wavelength	it is clear that	upto an approximate value of $\lambda=390\text{nm}$ , the quantum
	Chemistry,Methodology recount	oxidation state of () to the metal centre. In the complex,	it is convenient to	consider the ligands as neutral and then to begin

The lines on this page have been sorted so that the disciplines are listed in alphabetical order

# Links to the Wordtree

<http://wordtree.coventry.ac.uk/BAWE>

Corpus

discipline

genre\_family

I1

Word

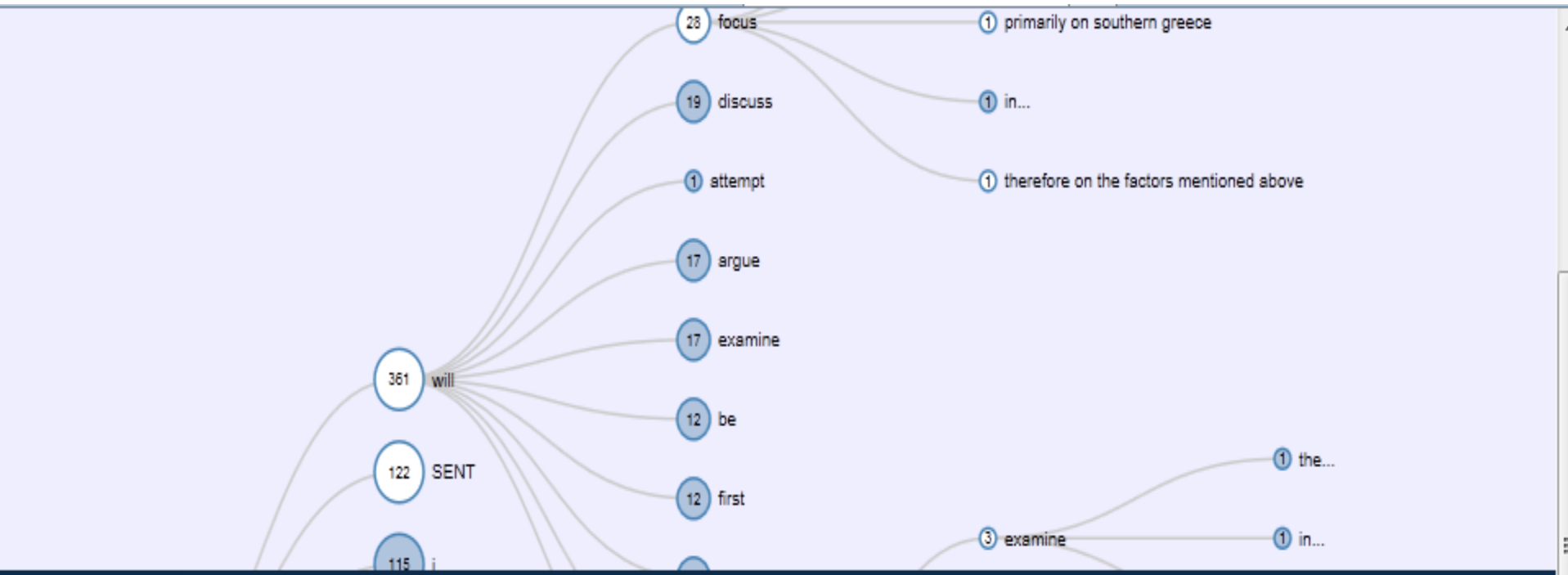
Specify Tree

Top Level Branches

Selection Method

Scale Nodes

Options



# CALL activities check understanding of corpus evidence

For example

- Which of the following verbs does not occur after 'in this essay I will.....'
- Which of the following sentences express the writer's personal opinion, and which express the opinion of others?

etc.

## Writing for a Purpose

- Introduction
- ▶ Primary Purposes
- ▶ Genre Families
- ▶ Your Writing Task
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  - ▶ Life Sciences
  - ▶ Physical Sciences
  - ▶ Social Sciences
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**Model texts. Word lists. Information about the distribution of genre families, citation practices etc within each discipline and disciplinary group.**



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