



Writing Task:  
3 Audience Types (Home)



<https://www.wenjua.n.in/s/ueiaQn/>

Task: Audience NMR (Home)



Time:  
15 min

<https://www.wenjua.n.in/s/aQRfQb/>

Read through the 3 short texts, and then discuss with your peers which audience these texts might target. Then decide which text might be the abstract of an original research paper.



'Soft Toy Presentation' of a naked mole rat

AUDIENCE

Group Task 3

Read through the following first sentences selected from the abstract/introduction of original research papers, and discuss whether you think the authors have thought about their audience.



<https://www.wenjua.n.in/s/b6jqAf1/>

AUDIENCE

Example 1

Despite the increasing importance of intraspecific functional variability for the study of plant ecology, its implications for

Example 2

For the 60 × 60 km measurement region near Lloydminster, characterized by significant CHOPS, airborne measured methane fluxes were five times greater than directly reported

Example 3

Sporadic heat events, lasting days to weeks, are often related to increased human mortality.

Example 4

Pumice can float on water for months or years – long enough to travel across oceans and facilitate the spread of new species.

AUDIENCE

Group Task 4

Take **one of your three** original research papers, and present the first sentence of the Abstract **or** Introduction to your group members.

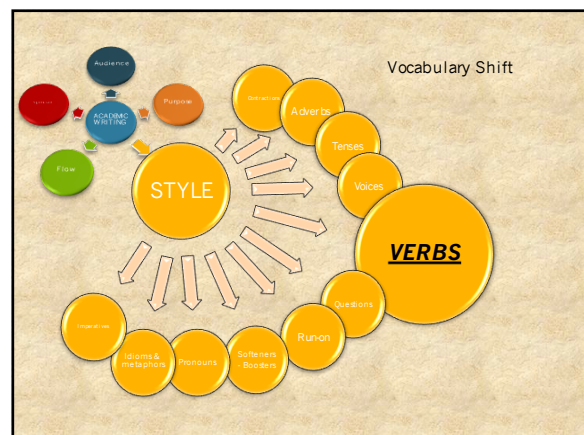
Then discuss if this first sentence targets a sufficiently broad audience so that a scientist in any field can understand it.

If your colleagues from other disciplines complain that it is difficult to understand, suggest an alternative version, or a completely new statement that is understood by your peers.

Time: 15 min

## Module 2: The Magic Toolbox

Unit 1 - Audience & Story  
**Unit 2 – Style**  
 Unit 3 – Flow  
 Unit 4 – Organization



## Common Problems in Manuscripts

1. Use of nouns instead of verbs
2. Use of informal verbs
3. Use of verb not suitable in the context
4. Use of wrong tense (past versus present)
5. Use of wrong voice (active versus passive)
6. Use of verbs without *that*
7. Use of prepositions instead of proper verbs
8. Use of lazy verbs



Plain English is a language based on verbs. It is simple, concise, vigorous and, above all, clear. \_\_\_\_\_\* is a language based on nouns — vague, general, abstract nouns. It is complicated, long-winded, ponderous, and obscure.

\* Bad Academic English, Chinglish

## Examples

The **prolongation** of the **existence** of this temple is due to the **solidity** of its **construction**. ✗

This temple **has endured** because it **was solidly built**. ✓



English is a language of Verbs

Insects suck, chew, parasitize, bore, store, and even cultivate their foods to a highly sophisticated degree of specialization. [Evolutionary Biology]

Lots of **active voice verbs**  
 Lots of **vivid verbs**  
 Few **abstract nouns**

The Writer's Diet      home **test** blog about

**The Test** Tweet

Is your writing flabby or fit? Enter a writing sample of 100 to 1000 words and click [run the test](#).

advanced    **basic**

ATTENTION USERS: Please note that the WritersDiet Test is an automated feedback tool, not an assessment tool. The test identifies some of the sentence-level grammatical features that most frequently weigh down academic prose. It is not designed to judge the overall quality of your writing — or anyone else's. For further information and caveats, please read [this page](#).

[run the test](#)

<http://writersdiet.com/test.php>

-> check before submitting your summary writings

**Verbs**

Group Exercise

There are many occurrences of apostrophes in this article. **X**  
Student's comment

-> This article contains a considerable number of apostrophes. **✓**

Time: 5 min

Use the more **formal verb form**, as is convention in your research area **VERBS**

The Vocabulary Shift - Verbs

phrasal verb (verb + particle) prepositional verb (verb + preposition)	single verb forms
keep up go to make up go down come up	maintain approach constitute decrease offering.

shift to ->

Use the more **formal verb form** **VERBS**

The Vocabulary Shift - Verbs

Example:

The six leading causes of death in the U.S.—coronary heart disease, stroke, lung cancer, colon cancer, diabetes, and chronic obstructive pulmonary disease—are mainly brought on by overeating, a lack of exercise, and cigarette smoking.

-> too informal

Use the more **formal verb form** **VERBS**

The Vocabulary Shift - Verbs

-> More formal style:

The six leading causes of death in the U.S.—coronary heart disease, stroke, lung cancer, colon cancer, diabetes, and chronic obstructive pulmonary disease—are mainly caused by overeating, a lack of exercise, and cigarette smoking.

Use the more **formal verb form** **VERBS**

Which of the verbs below would you use in the following sentence so that the statement becomes more formal:

Scientists are *looking into* innovative ways to combat AIDS.

A) reviewing;  
B) investigating  
C) determining

Use the more **formal verb form**

VERBS

TASK: Shift from Informal to Formal Verb Forms

Correct answer:

B: Scientists are investigating innovative ways to combat AIDS.

How do you know?



Non-phasal informal verbs

VERBS

How can they **get** funds from the government?  
Student Question

More formal version:

How can researchers **obtain** funds from the government?

Verb table prepared for you:

Informal verb forms (to verb)	Chinese equivalent (动词)	Formal verb forms (to be verb)	Chinese equivalent (动词)	English sample sentences (both informal and formal statements)
to end sth		abolish		
to get sth done		accomplish		
to reach sth		achieve		
to cause sth to start		activate		
to change sth to		adapt		
to deal with sth		address		
to start to use		adopt		
to bring forward		advance		
to make better, enrich				
to make worse		affect		
to change		aggravate		
to study/look into sth		alter		
to make known sth		analyse		
		announce		
to look like		appear		
to get someone		arrive		
to have a look		assist		
to be together		associate		
to have a guess		assume		
to try sth		attempt		
		attract		
to catch		benefit		
		capture		
to own, to show		cause		
to have a look		characterize, to be -ed		
		check		

-> add new verbs whenever you read a paper  
Course Task: expanded list to be handed in at the end

TASK

Select one of your original research papers and identify  
5-10 proper verbs used in the Abstract.

Then try to convert them into their more informal forms.