

**English Language Centre**  
**ELC1011 Practical English for University Studies**  
**2021-22 Semester 1**  
**Assessment 1: Paragraph Writing (20%)**  
**Information sheet**

### **Introduction**

In this assessment, you will be required to write 500 – 600 words on the topic of **corporate social responsibility (CSR)**.

In Assessment 1, you will:

**\*Describe briefly in one or two sentences what corporate social responsibility (CSR) involves** (n.b. this does NOT count as a body paragraph)

**\*Compare and contrast the CSR policies and records of at least TWO companies in one area of industry** (one of these companies must be from the Assessment 1 Question Paper)

**\*Write at least TWO body paragraphs** (introduction and conclusion are NOT required)

In the weeks before this assessment, you will find out about **CSR**, the **different forms** it takes and the policies and records of **at least two companies** in **at least one of the areas of industry designated by your teacher** (e.g. restaurant chains, airlines). There will be a choice from two areas of industry.

### **Format**

\*Word format

\*Arial font size 11 or Times New Roman font size 12

\*Double-spaced

### **Steps**

i) **Week 3 to Week 6: Find and note information** about the CSR policies of **at least two companies** in **at least one** of the areas of industry given by your teacher.

ii) **00:00 on Thursday, 7<sup>th</sup> October**: Assessment 1 **Question Paper** will be available on LEARN@PolyU: Assessments > Assessment 1 > Assessment 1 question paper

iii) **23:59 (11:59 p.m.) on Sunday, 10<sup>th</sup> October**: Assessment 1 **submission deadline** to LEARN@PolyU via Turnitin

### **Locating relevant source materials**

It is your responsibility to locate suitable source materials. You will find that the PolyU library is the best place to start your search. You can use the library catalogues (for books and journals) and the various databases listed under 'Articles, journals, news' in the 'Find resources' tab. Before you conduct your literature search, make sure that you have your list of key words relating to the topic.

### **Using source materials**

\*Draw together the information and ideas from your sources.

\*Write your assessment **in your own words**.

\*No citations or references are required.

\*Information from other sources, such as websites, **must be paraphrased** and not copied.

**Assessment criteria**

Your writing will be assessed according the following criteria:

**Content (20%):** meets task requirements; comprehensive topic coverage; clear and relevant descriptions / comparisons / contrasts

**Organisation (30%):** clear and logical connections among ideas; use of different methods, such as transition words and phrases, to connect ideas

**Grammar (25%):** clear communication of meaning with accurate grammar

**Vocabulary (25%):** appropriate vocabulary for comparison and contrast of topic

**Submission**

**Submission deadline** to LEARN@PolyU via Turnitin: **23:59 (11:59 p.m.) on Sunday, 10<sup>th</sup> October**

\*misreading the submission time will not be accepted as a valid reason for late submission (e.g. confusing a.m. / p.m.)

\*ensure that you have selected the correct file before clicking the **Upload** button.

After you click 'Confirm' to upload your submission, Turnitin will generate a digital receipt. Please go to the **Turnitin Document Viewer** and **download** this receipt, or save a screenshot of it, as proof of successful submission in case of any technical issues later.

Late submission of the assessment will result in downgrading of this assessment's grade, or an overall Fail grade for the subject if sufficient documentary evidence (e.g. a doctor's note) is not provided.

**Sample notetaking document****Area of industry:** \_\_\_\_\_

| <b>Company 1</b> |                              |                              |
|------------------|------------------------------|------------------------------|
| Source           | Key words /notes from source | My ideas / paraphrased notes |
|                  | 1.                           |                              |
|                  | 2.                           |                              |
|                  | 3.                           |                              |
|                  | 4.                           |                              |
|                  | 5.                           |                              |
| <b>Company 2</b> |                              |                              |
| Source           | Key words /notes from source | My ideas / paraphrased notes |
|                  | 1.                           |                              |
|                  | 2.                           |                              |
|                  | 3.                           |                              |
|                  | 4.                           |                              |
|                  | 5.                           |                              |