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| **Worksheet 3: Writing Definitions** |

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| **Strategy 3: Taking notes and Summarizing/Paraphrasing**  **Understanding and taking notes on key definitions and terms**  In academic and technical training, we will read many definitions. We will also be required to write definitions where we *explain clearly and succinctly* the meaning of a term *for a specific context*. You will notice that the same term can be defined differently depending on the context, and that is why a clear definition is so important. The purpose is to help our readers understand *our use of that term* or to demonstrate to our instructor that we understand *the meaning and the usage of the term* within the context of the course or textbook or industry.  A clear and concise definition can be constructed with **three key elements**:   1. The **term** that we are defining. The term can be a word, or an expression of 2 or more words. 2. The **type** or **class** of things that the term belongs to, for example an anteater is *a mammal*, a beaker is *a container*, and a firewall is *a system*. 3. The **characteristics** that make this term different from the other terms in the class. You can use *adjectives or adjective clauses* to define the characteristics. You can use a prepositional phrase to state the context.  * An **anteater** is a **mammal** that **has a long tongue** for eating ants and termites. * A **beaker** is a **glass** **container** that **is** **used for measuring liquid** in a chemistry lab. * A **firewall** is a **system** that can be **a hardware device or a software program** and **is used to protect** a computer network. |

**Exercise A: Identifying Definition Parts**

*Look at some examples of definitions from* ***Reading 1, Chapter 8 New Product Development****. Circle the term and the class and underline the defining characteristics. The first one has been done for you as an example.*

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|  | Sample sentences from Reading 1 | Paragraph |
| 1 | Minor innovations refer to minor product modifications that require no adjustments on behalf of the consumer. | 2 |
| 2 | Continuous innovations refer to new products that include more than just a minor product improvement but do not require radical changes in consumer behaviour. | 3 |
| 3 | Radical innovations are the least common form of innovation. They involve the introduction of a product that is entirely new to the market. | 4 |
| 4 | Drones are unmanned aircraft that were originally developed for use in war, to surprise and attack the enemy. | 5 |

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| |  |  | | --- | --- | | is/are | refer(s) to |   You will notice that there are several verbs or verb phrases that can be used to link a term to its definition. The 2 that are use in Reading 1 are: |

**Exercise B: Writing Definitions**

*Now write your own definition of two key terms from Reading 1. Use the information from the specified paragraphs to write your definition. Your definition should only be 1-2 sentences long. Follow the steps laid out in the table:*

1. Work with 1 or 2 classmates:

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| Term: ***Success of a new product*** *(Use information from paragraphs 6-8):* |
| 1. List the word choice(s) to describe the type or class of things that this term belongs to (this may or may not be found in the reading. **You may have to use a dictionary**.   Metrics |
| 1. List the words and phrases to describe the characteristics of this term found in Reading 1:   Must be purchased by innovators and early adopters. |
| 1. Write your definition in your own sentence(s). Remember that your goal is explain the characteristics clearly, so you may have to find synonyms to replace some of the terms your found in Reading 1. Also remember you cannot copy whole phrases or clauses into your own writing. If you do, this will be plagiarizing. The guideline is to not to copy 3 or more words in a row:   The success of a new product is a metric to describe how fast this product can be adopted by buyers. |

1. Now write your own:

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| Term: ***Early adopter*** (Use information from paragraphs 6-7 and Figure 8-6): |
| 1. List the word choice(s) to describe the type or class of things that this term belongs to: Group |
| 1. List the words and phrases to describe the characteristics of this term found in R1:   A group that will accept a new offering sooner rather than later. |
| 1. Write your definition in your own sentence(s):   Early adopter is a group which will admit a kind of new product after the first batch of people。 |

1. Now write your own:

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| Term: ***Innovation*** (Use information from the infographic): |
| 1. List the word choice(s) to describe the type or class of things that this term belongs to (this may or may not be found in the reading. **You may have to use a dictionary**.): Idea |
| 1. List the words and phrases to describe the characteristics of this term found in R1:   Having an idea  Executing an idea  Addressing a real challenge  Adding Value to the company  Adding Value to the customer  Different perspectives/thinking  Moving forward  Definition not important  Addressing new market |
| 1. Write your definition in your own sentence(s):   Innovation is an idea that makes value for a company and customer by finishing some challenges. |