

**Docente:** Bruce D. Marron  
**Ciclo:** 25-3  
**Materia:** Inglés Avanzado (IX, X)  
**Licenciatura:** Interpretación y Traducción

**HW\_01 Structural Components of Languages; Evaluation of Three Languages; Grammar Review  
(Convert to 10 pt scale)**

Criteria	Excellent	Satisfactory	Needs Improvement
<b>Summary (Task 1)</b>	Clear, concise, and comprehensive summary of Konrod's excerpt; captures all key components and ideas effectively; well-organized and fluent writing in English; accurate and complete Spanish translation reflecting original meaning and tone.	Adequate summary covering main points of Konrod's excerpt with minor omissions; mostly clear and understandable writing in English; Spanish translation is generally accurate with minor errors that do not obscure meaning.	Summary is incomplete, unclear, or missing key ideas; writing lacks coherence or clarity in English; Spanish translation is inaccurate or incomplete, losing meaning.
<b>Informed Analysis &amp; Opinion (Task 2)</b>	Insightful and thorough reflection comparing Spanish, English, and Chinese; clearly framed with reference to language concepts; identifies fundamental similarities and differences with strong supporting examples; well-organized, clear, and fluent writing.	Satisfactory reflection with basic comparison of the three languages; references language concepts but with limited depth; identifies some similarities and differences; writing is generally clear but may have minor organizational issues.	Reflection lacks depth or understanding of language concepts; unclear or incomplete comparison; few or inaccurate examples; writing is disorganized or unclear.
<b>Grammar Review (Task 3)</b>	Complete and accurate listing of all sections needing review from Murphy's Study Guide; demonstrates strong awareness of grammar strengths and weaknesses; clear explanation of review needs.	Mostly complete listing of sections needing review with minor omissions; demonstrates general awareness of grammar; some explanation of review needs is provided.	Incomplete or inaccurate listing of sections; lacks awareness of grammar needs; little or no explanation of review requirements.
<b>Document Formatting and Presentation</b>	Fully adheres to modified APA style (single-spaced, 0.5 inch margins, 12-pt Times New Roman, double-sided printing if possible); formatting is consistent and professional; assignment saved and submitted as required.	Mostly adheres to formatting guidelines with minor errors; submission meets basic requirements but lacks polish in some areas.	Formatting guidelines are not followed; submission is incomplete or not saved/submitted as required.
<b>Writing Quality and Style</b>	Writing demonstrates excellent control of English grammar, syntax, and style; errors are rare and do not impede understanding; language is appropriate for university-level work.	Writing shows adequate control of grammar and style with some errors that do not seriously affect comprehension; language is generally appropriate.	Frequent grammar and style errors that interfere with clarity and readability; language usage is below university expectations.

**Assignment:**

HW\_01 [Due: 13 May 2025]

--- Task 1

Read the following excerpt from Konrod's, "Language Research in Marketing" (pp. 5-11):

1. Introduction
2. The Components of Language
  - 2.1 Phonetics (Sounds)
  - 2.2 Morphology and Semantics (The Structure and Meaning of Words)
  - 2.3 Syntax and Grammar (Sentence Structure)
  - 2.4 Discourse (Text)
  - 2.5 Pragmatics (Use)
  - 2.6 Cross Cultural Linguistics and Sociolinguistics

Write a one+-page summary of the excerpt in English and translate the summary into Spanish. Be prepared to discuss your summary in class.

--- Task 2

Reflect on the concept of language (its function, its components, its transmittal, etc). In a one+-page paper, compare and contrast Spanish, English and Chinese. What strikes you as fundamental similarities and differences between these three languages? Frame your responses with reference to the concept of language and be prepared to discuss your responses in class.

--- Task 3

Work through the complete Study Guide in R. Murphy's, "English Grammar in Use". List every section with which you may need review. The Study Guide can be found on p. 326. The key to the Study Guide is given on p. 372.

NB.

For this assignment and for all subsequent written assignments in this class (unless duly noted), we will use a modified, APA formatting style. Specifically, documents will be:

- \* Single-spaced
- \* 0.5 inch margins (left and right)
- \* 12-point Times New Roman font
- \* print double-sided if possible

References, if needed, in a standard format (eg, APA)

See "StyleGuide\_Marron.pdf" in

Reference Docs

==> Grammar

==> StyleGuides

==> Marron\_StyleGuide

for additional formatting requirements

Assignments always must be printed and submitted in class (unless duly noted). Students should save copies of all assignments in PDF format.