

English

Composition and  
Comprehension

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SS1004

# Assignment 1

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Section: J

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**Question 1: Reduce the informality of the following sentences by replacing the italicized part with one verb:**

1. It is often said that leadership is a dynamic process. This means *putting across* a range of leadership styles is preferable to any one 'best style'.

**Answer: adopting**

2. Incentive schemes are often *set up* in companies to improve employee morale.

**Answer: established**

3. Expenditure on global advertising has *gone up* dramatically in the past decade.

**Answer: risen**

4. The implementation of JIT production often *cuts down* unnecessary waste within businesses.

**Answer: reduces**

5. Researchers have *found out* that branding is a powerful tool which has a significant impact on both consumer buying patterns and company profits.

**Answer: discovered**

6. Outsourcing will not completely *get rid of* the problem of costly overheads within companies.

**Answer: eliminate**

7. Accountants have long been *looking into* ways of reducing corporate taxation.

**Answer: researching**

8. This issue was *brought up* during the meeting.

**Answer: raised**

9. Consultants are often hired to *come up with* recommendations that are feasible in both the long and short term to address company problems.

**Answer: devise**

10. The company's profit figures have been *going up and down* for two years.

**Answer: fluctuating**

**Question 2: Now, replace the italicized phrasal verbs below with alternatives that would retain the semantic each sentence, but would reduce the informality. Pay particular attention to collocation.**

1. The implementation of computer-integrated-manufacturing (CIM) has *brought about* some serious problems.

**Answer: caused**

2. The process should be *done again* until the desired results are achieved.

**Answer: repeated**

3. Plans are being made to *come up with* a database containing detailed information of the annual figures for the small business.

**Answer: develop**

4. Subtle changes, which compromised the quality of the product, were *picked up* by these new devices.

**Answer: detected**

5. Proposals to increase working hours have *met with* great resistance from employees.

**Answer: encountered**

**Question 3: Supply a more suitable academic word/phrase for the italicized parts of the following sentences:**

1. The reaction of the Managing Director was *sort of* negative.

**Answer: somewhat**

2. The economic outlook for the business is *pretty bad*.

**Answer: disastrous**

3. The future of funding is *up in the air*.

**Answer: uncertain**

4. Britain's major car manufacturers are planning to **team up** on the research needed for more fuel-efficient cars.

**Answer: collaborate**

5. It is imperative to concentrate in meetings so as **to catch** the important issues.

**Answer: grasp**

**Question 4: In pairs, discuss how the following could be replaced in academic writing to create formal grammar and register. Provide an example for each to illustrate your point.**

[i] contractions:

**Informal: This isn't a good place to live.**

**Formal: This is not a good place to live.**

[ii] negative forms using 'not':

**Informal: This book *does not* covers all the topics of the syllabus.**

**Formal: This book covers *few* topics of the syllabus.**

[iii] etc.: and so forth/on:

**Informal: Diesel cars are banned in Oslo, Stockholm, Copenhagen, etc.**

**Formal: Scandinavian cities have banned diesel cars.**

[iv] use of second person pronoun:

**Informal: You have to believe in yourself. That's the secret of success.**

**Formal: One has to believe in himself. That is the secret of success.**

[v] direct questions (to address the reader):

**Informal: What are the causes of air pollution? Badly affecting the planet's environment.**

**Formal: There are various causes of air pollution, which are extremely harmful for the environment.**

[vi] positioning of adverbs within a sentence:

**Informal: Computer efficiently solves a problem.**

**Formal: A computer solves a problem efficiently.**

**Question 5: Reduce the informality of each of the following sentences by bearing in mind the points discussed in question 4**

1. If you fail the psychometric test, you won't be employed by the company

**Answer: If one fails the psychometric test, it would be difficult for him to get the job.**

2. Ok, what are the causes of low employee morale? Many possibilities exist.

**Answer: There are various causes of low confidence in employees.**

3. You can clearly see the differences between these two processes.

**Answer: One can clearly differentiate between these two processes.**

4. A small bit of ammonium peroxide is added to the solution gradually.

**Answer: Small amount of ammonium peroxide is slowly being added to the solution.**

5. These special tax laws have been approved in some counties in the U.K.: Cambria, Dorset, Devon, West Midlands, East Anglia, etc.

**Answer: Certain counties in UK have special tax laws approved.**

6. The subjects didn't have much difficulty with the task.

**Answer: The task is not that difficult for the subjects.**

Question 6: Which of the following passages is more formal? Identify the features of the informal passage.

*[A] The Birmingham Furniture Company (BFC) was set up in 1972 and until recently, it was a fairly profitable business. In 1999, its sales turnover averaged £15,000 per week. Given that it operates a 200% mark up (quite normal in furniture retailing), its £7,500 of weekly overheads were easily covered. The owners, Mr and Mrs Vine have always believed that much of their success has been thanks to the incentive scheme they operate: the 2% on all sales provides a carrot for the 6 members of staff.*

*[B] The Birmingham Furniture Company (BFC) was established in 1972 and for many years had continued to grow into a reasonably profitable business. By 1999, its average weekly turnover had risen to £15,000 against overheads of £7,500, with a sales markup of 200%. The owners and founders, Mr and Mrs Vine, laid great stress on their incentive scheme and this, they believed, contributed to the success of the company. Each of the six members of staff is paid 2% commission on all sales.*

**Answer: Passage B is more formal because of the following reasons:**

- Language used in passage is more concise such as passage B uses established instead of set up.
- The language used in the last sentence of Passage A is more idiomatic compared to the formality of Passage B.
- Passage B gives clearer information about the context than Passage A such as it has mentioned '*owners and founders*' .
- In Passage A, the people had an assumption that their incentive was a reason of success.

**Question 7: The following sentences are all informal. Rewrite them in formal academic register:**

1. She said it wasn't good enough.

**Answer: It was a displeasing experience.**

2. I thought the lecture was terribly difficult.

**Answer: The lecture seemed to be complex.**

3. The results were a lot better than I expected to follow.

**Answer: The results were surprisingly better.**

4. None of the other students knew the answer either.

**Answer: Nobody knew the answer.**

5. He said, 'It's hell writing your dissertation!'

**Answer: Writing dissertation is exhausting.**

**Question 8: Defining Education... Are the following definitions spoken or written?**

1. People going to school and learning.

**Answer: spoken**

2. The process by which your mind develops through learning at school, college, or universal knowledge and skills that you gain from being taught.

**Answer: written**

3. Education: teaching, schooling, training, instruction, tuition, tutoring, cultivation, up indoctrination, drilling, learning, knowledge...

**Answer: written**

4. Tis Education forms the common mind, Just as the twig is bent, the tree's inclin'd.

**Answer: written**

5. Education can be seen either as a battlefield for values or a question of systems or, more simple extension of the biological function of the upbringing of children - known more simply as parenting start by looking at how far the role of teacher goes beyond being a parent.

**Answer: spoken**

**Now match them with their sources listed below... SOURCES**

- a. Spoken - an introduction to a lecture on education.....

**Answer: 5**

- b. Spoken a simple explanation by an adult. ....

**Answer: 1**

- c. From a poem in 1734, by Alexander Pope (1688-1744).

**Answer: 4**

- d. The Oxford Thesaurus, (1991) OUP.....

**Answer: 3**

- e. Longman Dictionary of Contemporary English (1995).

**Answer: 2**

### **Question 9: Cautious Language (Hedging)**

**The four sentences in exercise 9 contain definite statements. Rewrite them so that the statements are more cautious. Tip: Consider changing the verb forms, and/or adding appropriate qualifying adverbs, adjectives or nouns...**

1. Interest Rates will not rise further this year.

**Answer: Interest rates might not rise further this year**

2. Reading is effective when it has a particular purpose.

**Answer: Reading is usually effective when it has a particular purpose.**

3. The answer to problems is found in asking the right questions.

**Answer: The answer to certain problems is often found in asking the right questions.**

4. Countries disagree on the interpretation of democracy.

**Answer: Countries usually/clearly disagree on the interpretation of democracy**

**Question 10: Which of the following statements reads as most credible and convincing? Why?**

1. Emotional intelligence is essential in the practice of management.

2. In my opinion emotional intelligence is essential in the practice of management.

3. According to Smith (1967) emotional intelligence is essential in the practice of management.

4. Jones (2004) argues that emotional intelligence is essential in the practice of management. In his view successful management practice hinges on effective communication between people, and emotional intelligence can contribute to that.

**Answer: Statement 4 is more credible and convincing because writer is supporting his argument by providing reasonable justification.**

**Question 11: Identify which expressions are too informal and personal.**

1. A) When I look at the situation in emergency wards, with many staff leaving, it's hard not to worry about how many doctors will be available to treat patients in the future.

1. B) If we consider the situation in emergency wards, with increasingly low staff retention rates, there are concerns about the capacity of hospitals to maintain adequate doctor to patient ratios.

**Answer: A**

2. A) It's so obvious that people were given jobs just because they were male or female. I don't think that is an acceptable approach and is even against the law.

2. B) It appears that in a number of instances jobs were assigned on the basis of gender. Given the current anti-discrimination laws, this raises serious concerns.



**Answer: A**

**Question 12: Rewrite the sentences in a more academic style using verbs from the list below. Note that you may need to change the verb tense.**

*Investigate   assist   raise   discover   establish   increase   eliminate*

1. Systems analysts can **help out** managers in many different ways.

**Answer: assist**

2. This program was **set up** to improve access to medical care.

**Answer: established**

3. Medical research expenditure has **gone up** to nearly \$350 million.

**Answer: increased**

4. Researchers have **found out** that this drug has serious side effects.

**Answer: discovered**

5. Exercise alone will not **get rid of** medical problems related to blood pressure.

**Answer: eliminate**

6. Researchers have been **looking into** this problem for 15 years now.

**Answer: investigating**

7. This issue was **brought up** during the coroner's inquest

**Answer: raised**

**Question 13: Rewrite the following sentences in a more formal style:**

1. In the following section, we will introduce the potential consequences.

**Answer: Potential consequences will be introduced in the following section.**

2. I am trying to cut down on sugar this month.

**Answer: The goal this month is to consume less sugar.**

3. You can increase productivity by taking regular breaks.

**Answer: Taking regular breaks can maximize productivity.**

4. The summer camp offers many outdoor activities for kids: fishing, hiking, canoeing, etc.

**Answer: The summer camp provides numerous outdoor activities for children.**

5. It's hard to believe a person would turn down a trip to the Paris..

**Answer: It is hard to believe that anyone would refuse a trip to Paris.**

6. I have a lot of stuff to do this week.

**Answer: There is plenty of work to do this week.**

7. Sugar prices have gone up drastically in the past few days.

**Answer: Sugar prices have risen exceptionally in the past few days.**

8. She looks forward to having a chat with you soon

**Answer: She is anticipated to engage in conversation.**

9. No one in history has ever been able to look into the past the way it is happening now.

**Answer: It is now easier to recall the past than it was before.**

- 10.They don't have to go unnecessarily unless they have an emergency.

**Answer: Avoid going anywhere unless required.**

- 11.Most of the contestants were warming up for the race.

**Answer: The contestants were preparing for the race.**

- 12.You won't get the flu if you take an umbrella in the rain.

**Answer: If one takes an umbrella in the rain, he will not get the flu.**

- 13.He is sorting out the problem with the computer.

**Answer: The issue in the computer is getting fixed.**

- 14.The traffic cop is checking the suspect' ID.

**Answer: The traffic cop is examining the suspect's ID.**

- 15.Lady Gaga called off the concert.

**Answer: Lady Gaga cancelled the concert.**

16. I'm sorry to inform you that your application didn't make to the final round.

**Answer: It is unfortunate that the application could not be processed further.**

17. I look forward to having a chat with you about this soon.

**Answer: This will be discussed soon.**

18. We'll tell you how you got on in the test in a couple of weeks.

**Answer: Result will be announced in a couple of weeks.**

19. If you're not happy with the service in the restaurant you can talk to the manager.

**Answer: Address the manager if the restaurant's service is unsatisfactory.**

20. You don't have to buy anything if you don't want to.

**Answer: There is no need to be extravagant.**

21. It doesn't matter what the situation is, you should always wear protective glasses.

**Answer: One should always wear protective glasses regardless of the situation.**