

Evaluating and making recommendations

Aims: In this tutorial, you will learn how to use toolkit 4 to make evaluations and recommendations in academic writing.

Toolkit 4

In Week 1 and in the Synthesis tutorial, the resources to express authorial stance and to indicate evaluation of the sources used, were explored. The toolkit is provided below:

Toolkit #4 to express evaluation and stance

Hedging and Modality:

Modal verbs: *may, might, could*

Adverbs: *perhaps, probably*

Quantifiers: *some*

Other (mental and material) verbs: *appear to + V/ seem to + V/ tend to + V*

Other expressions : *x is likely to + V/ there's a tendency for x to + V*

- **Reporting structures:** *The research report concludes [that + SV]. As Jones (2010) argues, ... According to Zhang (2009), ...*

- **Endorsing and distancing**

Evaluative reporting verbs: *claim, suggest, demonstrate...*

Intensifying/limiting adverbs: *clearly, unambiguously, strongly/somewhat, to a certain extent*

Concessive clauses: *although...while..*

Task 1: Read the Part 2 of a problem/solution essay below and highlight the resources used to express tentative meanings.

(Par 4) Currently, the authorities have been reaching out to the relevant parties in the attempt to withdraw inappropriate haka usage. For example, Bass Breweries created an advertisement featuring a lady in bikini performing the Ka Mate Haka. After request from the New Zealand High Commission to withdraw the offensive advertisement, Bass Brewery complied (Perry, 2000). However, not every request has been complied with. In 2006, Fiat

produced a commercial featuring a female performing the Ka Mate Haka, which is traditionally forbidden. Even after New Zealand Foreign Affairs Minister's request to either change to another haka designed for women or have the haka performed by a Maori group, the producers refused to change (Lai, 2010). This reflects the New Zealand government's inability in tackling this issue when on an international level.

(Par 5) The following are possible suggestions that could be implemented for the Maoris to aid them in both regulating inappropriate usage of the haka and allowing them to reap the financial benefits. Firstly, a more transparent means for consultation of haka could be implemented to minimise instances of cultural appropriation. While Maoris are not averse to the external uses of Maori culture, they would prefer to be consulted before such usage. When Lego inappropriately used some Maori words for their Bionicle products, the Maoris responded that Lego could have consulted them so that the culturally inappropriate words could have been replaced, while still evoking the imagery that Lego was pursuing (Frankel, 2008). If a similar solution were to be established for haka, it would benefit both the Maoris and the users. The Maoris would be able to regulate the usage of haka in culturally appropriate settings and the users would have a more authentic representation of haka; not just the seemingly aggressive and uncouth front. Secondly, to enforce such consultation and for the Maoris to be able to reap the financial benefits of their culture, intellectual property rights of the haka should be granted to the Maoris. In fact, the Ngati Toa tribe of the Maoris have previously tried to trademark the Ka Mate Haka but the claim was overruled on the basis that the haka is widely recognised as representing New Zealand (Lai, 2010). By granting trademark rights to the Maoris, they might then regulate the use of the haka since they have control on who they license their trademark to. Financial gains from these licensing are likely to also assist the Maoris with their financial plight.

(Par 6) In this age of globalisation, cultural sharing has become much easier. However, this has also given rise to cultural appropriation. In this essay, the detriments of appropriating the Ka Mate Haka from the Maoris has been discussed. For the Maoris, it does not appear that they are trying to prevent the spread of their culture into the mainstream media. Instead, their goal is to prevent the further misconception of them caused by the appropriation of haka. Furthermore, the Maoris are also aware of the financial value of their cultural heritage. Coupled with their socio-economic issues, it would be reasonable for the Maoris to seek the monetary benefits.

Making recommendations and evaluating:

When making recommendations, the modal verb needed is '*should*'. '*Could*' is also possible.

A recommendation is hypothetical, so when you evaluate its potential impact, you need to indicate this clearly with '*would*' or a hedge like '*might*' (which means 'potentially + future').

Task 2: Correct the sentences below with modality which is appropriate for the intended meaning of recommendation and evaluation:

1. As aforementioned, youths spend a great deal of their time online, the bulk of which is on social media. Given this situation, it is apparent that employing the use of social media will be very beneficial. The Central Narcotics Bureau could tap on this medium for communication as doing so will not only allow them to reach a wider audience, but also cost-effective.
2. With a proper and convenient communication channel in place, youths will not only be able to obtain an accurate response on marijuana, they can also check with trusted authorities and receive a quick response on whether a particular news on marijuana that they found is true or false.
3. Hence, to tackle this issue, there should be a greater emphasis on educating the public on digital literacy and better regulate social media giants as they are responsible for

disseminating news to millions of people. Firstly, as the complexity of the media industry increases, we should have the responsibility to ascertain the credibility of a news source ourselves. Both students and adults should be made to get through lessons on digital media literacy. They can learn from Singapore where there are cyber-awareness classes for children as young as primary school (Lee, 2018). The students are taught to distinguish fake news from reliable ones by cross-referencing with other sources and to assess the author of the articles.

4. Next, an integrated system where human touch complements technology can be implemented for social media sites such as Facebook and Twitter.
5. Other suggestion to help businesses lessen the damage against fake news is to empower users to fight against fake news. By getting the public to play a part to stop rumours and fake news, it gives time for the organization to investigate the case and provide accurate information to the public for updates. Also, by tapping on the public, it helps the company to gather key information that leads to the defamation.