

English

Language

and Linguistics

Paper One

# Visualise

P1SA:

Aim to finish in 1hr 20min! Yes, you CAN!

1. Read for understanding
2. Read for salient places (Be discerning)
3. Group under Linguistic Areas (Contact, Power, maybe X and later weave in naturally)
4. Write P1SA: 2 Linguistic Areas and weave in relevant features --> each areas total about 3 salient places (for both A and B)
  - a. What Linguistic Areas? Nature of the Linguistic Areas? Under what contextual considerations?
  - b. Direction of analysis
  - c. Quote example
  - d. What are the relevant linguistic features / technicalities? Reinforce each other?
  - e. How do they contribute to meaning?
  - f. How do they contribute to intention?

g. What is the effect on the readers?

h. What is so special about this specific text? Given the context, why is the Linguistic Area examined be of this nature? E.g. Why is it necessary to establish high contact? Why must the text be less complex?

P1SB:

Give yourself some time allowance for cirque

1. Read Qn and all sources
2. Identify obvious parameters / objectives
3. Identify implied / inferred objectives / contextual considerations
4. Take in contents form C, D, E and any contents of my own?
5. Tweak the contents to suit 2 & 3
6. Plan the flow
7. Write adaptation
8. Annotate adaptation (about 4 or 5 most salient)

9. Search for contrast / small salient tweaks from the source
10. Group under 2 bodies (3 if time allows)
11. Write the critique

# General Tips

## 1) **Style** and **Substance**

- 2) Read to understand first, then pick out the salient turns / expressions
- 3) Testimonial/quotations: Verbiage, targeting
- 4) Sometimes it might be better to refer to your company/ organization without using 1<sup>st</sup> pp, especially when you depict it positively
- 5) Mood and modality must be analysed together as they work together to create meaning
- 6) Use “Absence Test” to deduce the possible effect/intention: What if there is no such lexeme/phrase? What difference does that make? How does choosing that expression reveal the author’s intentions?
- 7) P1SB cover all the elements of the task is the most important thing!
- 8) Clearly reader adders is important, as are features of colloquialism or contraction or “conversationalism”, but in weaker answers these were often given so much time and attention that potentially more interesting aspects of lexis, grammar and syntax were ignored.
- 9) The less successful evaluations tended to lengthy description of the content included in the adaptation and extended discussion of the potential audience rather than focused discussion in terms of linguistic analysis.
- 10) Remember to show contrast between Text A and Text B.
- 11) Avoid quoting multiple examples of the same linguistic features.
- 12) Look at each linguistic feature in tandem with the other linguistic features around them.
- 13) Balance between serious topic and the need to maintain relatively high contact.
- 14) The affordances of the medium will have an impact on the nature of interaction that takes place.
- 15) Cambridge is looking for students with the ability to technically explore meaningful examples and features in a detailed manner, and not the ability to identify all the linguistic features present in a text.
- 16) Linguistic features can co-occur to achieve some desired effect (potential interplay), and we can analyse them in tandem.

17) Do not spend too much time on P1SA such that you don't have time to complete P1SB.

18) Ask yourself, what is the text special about?

19) Provide analytical angle before giving the example.

**Your P1SA is typically judged based on the following considerations:**

1) Range of different linguistic devices examined

2) Quality of examples selected

3) Technical accuracy in the identification and labelling of features

4) Quality of explanation and quality of contextual insights provided, based on your examples given

5) Clarity of writing, anchored by an essay approach / structure that facilitates comparison between the two texts

**Big Picture perspective:**

Transcripts may have some “development” in the way how the conversation unfolds or in the way interlocutors relate to one another. This Big Picture perspective informs your selection of linguistic features, as well as your decision to integrate or weave in different areas of linguistic analysis.

P1SB:

Evaluating the adaptation in a P1SA manner will not help to bring out why their text is not, indeed can't be, like Text C, D, or E. A dynamic comparison of the audience, purpose, and context which necessitates a difference or divergence of linguistic features in their own adaptation.

The justification in P1SB should be more concerned not with what is borrowed from another source text, but how that has been modified to reflect the particularities of the text type required for the task.

I.e. HOW & WHY did I tweak the source for my adaptation?

Section 1

Untitled

# Linguistic Areas

Contact

Power

Formality

Complexity

Ideational Meaning

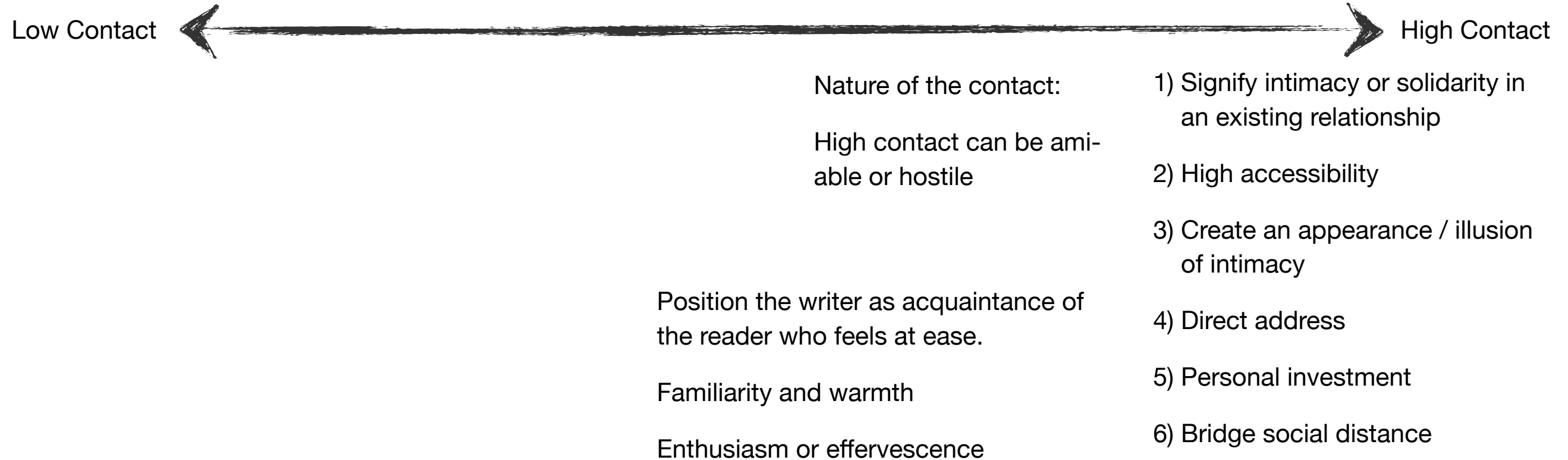
Implied Meaning

Specificity and Subjectivity

Cohesion

## Section 1

# What is “Contact”?









## Section 2

# What is “Power”?

Two broad categories of “Power Dynamics”:

- 1) Expressing opinion / attitude in varying degrees of certainty and strength of assertion
- 2) Influencing action / regulating behavior in varying degrees of obligation and strength of authority

When you analyse “Power Dynamics”, consider:

- 1) Existing context - relationship between the writer & reader: Is there a hierarchy? Is there a party with higher authority / rank than the other? Are their positions equal in the first place?
- 2) Textual evidence - what are the functions of the modals that appear in the text? Are they influencing behavior? Expressing / asserting certain opinions? Giving permission?
- 3) Note that existing power relations might not necessarily be realized textually (and when it does not, there is a salient point of analysis)

**CHOICE:** Use of modals realises different attitudes/purposes/intentions depending on the context of the text and how the writer/speaker wishes to convey the message. He can **choose to be** straightforward, sarcastic, pleading, polite, caustic etc. The notion of choice is still relevant here.



Low Power

High Power

1) Opt to be more tentative

2)

1) High certainty

- Bare declaratives, modal auxiliaries of high certainty

2) Regulate/Influence opinions (Perceptions)

- Logos, ethos, pathos, quotations, testimonies, rhetorical questions, endorsement

3) Regulate expectations

- Modal auxiliaries of high obligation (e.g. "You must meet a certain criteria"), mood types

4) Regulate behaviors

- Imperatives, Material verb assigning responsibilities

5) Credibility / assuage concerns

- Verbal processes of specialized knowledge,

### Expressions:

- Grant the reader a measure of assurance
  - Index expertise
  - Opt to be more tentative
  - Further softened by ...
  - Indirect or subtle warning
  -
- Professionalism
  - Prestige
  - Legitimacy
  - Credibility
  - Promotion
  - Persuasion
  - Knowledge differential
  - Confident expertise

## Section 3

# Complexity

We are interested in the **nature** of the texts:

- Why and how are they complex (or otherwise)?
- What is the relationship between a text's complexity and its context (genre, audience, purpose)?
- What functions does complexity serve?
- Is it true that the more complex a text is, the more formal it also becomes? --> depends on text type
- When we have a complex text, (how and why) does it also convey more specific and precise content? How is the content "packaged"? In a more compact or condensed form?
- Does complexity aid or impede understanding?
- How is it relevant or applicable to the writer's or speaker's style?

## Section 4

# Formality

The underlying assumption of formal language is **special attention to form**. (William Labov)

When faced with a formal text, one question we should always ask ourselves is:

Why should the writer or speaker invest more than the usual amount of attention in the form of his or her expressions?

Ultimately, the use of formality (or lack of) is to create effective communication.

- Less chance or likelihood to be misinterpreted by others since there is also less need for prior relationship or sharing of context between text producer and recipient
- Avoidance of ambiguity
- Minimal direct contact

Note:

1. High degree of specialized knowledge does not necessarily create distance. Given a specialist audience, or audience's interest in that domain of knowledge, which presumably suggest at least some degree of familiarity with such semi-jargons or jargons, specialized knowledge might instead serve to index solidarity with fellow in-group members / engage their passion for the subject matter without the need for any embellishment.

Informal



Formal

- 1) Avoidance of colloquialisms, slangs, and profanities
- 2) Avoidance of contractions
- 3) Use of complex language
  - Subordination
  - Passivization
  - Noun pre- and post- modifications
- 4) Lexical density (nominalisation)
- 5) Technical jargons
- 6) Precision
  - Specific numerals
- 7) Objective nature
- 8) Explicitness
- 9) Semantic accuracy
- 10) Hedging
  - Tentative verbs (“Tend”)
  - Modal auxiliaries of low certainty (“might”), modal nouns (“likelihood”), modal ad-verbs (“conceivably”)
  - Adverbs of frequency (“usually”)
  - That-clauses (“it could be the case that...”)
  - To-clauses (“it is important to...”)





## Section 5

# Ideational Meaning

1. Identify the participant, process and circumstance
2. Effect (How does certain choice of words affect your understanding of the text?)
3. Intention (Why these effect(s) might be seen as necessary given the text's Genre, Audience, Purpose?)

Possible effects of quoted / direct speech:

[especially salient in journalism]

- 1) Draw attention to what is most salient and therefore of greatest interest to the reader
- 2) Greater precision is required
- 3) Minimize the risk of misquoting someone
- 4) Give maximum credibility to the most important development of the case thus far

The use of material processes is intertwined with that of power given that their strategic use allows responsibility at critical junctures of the narrative to be assigned. Material proc-

esses can also highlight the roles and responsibilities of the various parties involved.

Mental processes can foreground the reader's agency should they make certain decision, which is especially salient if the decision involved is of great gravity. Mental processes, in this case, serve to remind the reader of the extensive deliberation expected of them. By implication, this will also highlight the importance accorded to the reader's agency. (e.g. The Fertility Centre Text)

## Section 6

# Implied Meaning

In order to achieve their aims or goals, text producers depend on what their readers or listeners are already aware of, if not accept or agree with.

In discourse, some meanings can either be expressed, or left implicit. A possible outcome might be readers and listeners making false generalizations and, thus form prejudices or stereotypes. However, we need to examine if this is the goal of the text producer. Does the language lead the recipients to think or feel a certain way? This is where we can apply what we have learnt about entailment, implicature, and presupposition.

**Strategic use of entailments in politically / culturally / societally sensitive or volatile topics:** writer's use of entailment can influence the reader to only pay attention to what the writer wants to highlight or emphasize. It is a form of focusing.

**Implicature in adverts:** it is more difficult for the audience to identify precisely what is being communicated. Implicatures are inferred meaning - the audience may not so easily change or reject what is conveyed indirectly or implicitly. Such suggested meaning through implicatures can influence the audience to think or feel a certain way.

The writer or speaker may engage **presuppositions** to influence the attitude or perception of the reader or listener regarding an issue.

Presuppositions may be a predominant feature in persuasive or instructional texts.

Persuasion and instruction is concerned with power:

- Power or influence people's behavior
- Power to influence people's values

### **The effects of presuppositions:**

1. Manipulation by presenting certain beliefs as true, given, unquestionable
  2. Assuming shared background knowledge which is necessary so that indirect ideological statements can be communicated without being explicitly asserted and justified
- (?) Regardless of whether it is shared knowledge among participants or not, presupposition triggers make a proposition more difficult to refute.

Section 7

# Cohesion

# Parameters

Before you can analyse or create a text, you need to know the genre conventions of different types of texts tested in the exams.

For P1SA:

Transcriptions of everyday conversations,

Speeches,

Radio interviews

Young and adult speech,

Occupational speech

Speech from different social groups.

Websites

Advertisements (2)

Podcasts

Tabloid and broadsheet journalism

Magazines

Leaflets

Non-fiction books

Blogs

Diaries

Letters

Emails

Sms/text messaging

Articles

Writing for children

press releases and publicity materials (1)

Reviews

Films; cartoons; computer games; music lyrics; biographies;

For P1SB:

information brochure/pamphlet

article for a magazine/newsletter

publicity in the form of email/blog/ advertisement

press release.

## Section 1

# Text Producers

### **Governments:**

- 1) Use institutional language to reinforce the nature or status of the authorship as a government agency with specific institutional objectives or mandate
- 2) Adhere to standard usage and undergo layers of vetting and editing
- 3) Minimise highly specialized technical jargons (if present, explanations will be provided): target at the general public who might not have specialized knowledge

### **Corporations:**

- 1) Reflects corporation culture, especially in recruitment ads
- 2)

## Section 2

# Text Media

### **Websites:**

Common purposes:

Common features:

1) “About Us” Section

The online discourse of institutional websites typically includes an “About Us” section, which overtly serves to introduce the organization but could also be inferred as attempts to justify its relevance and existence amidst the plethora of governmental and social institutions today.

2) “Vision” and “Mission”: common buzzwords of institutional discourse

3) Minor sentences or noun phrase as sub-headings: establish clear reading paths

4)

Common techniques:



# Advertisement Publicity

Common purposes:

Common features / techniques:

- 1) Vulnerability of the audience
- 2) Fear
- 3) Be highly specific about cost savings (“Lower your costs by...”)
- 4) Imagination (“Imagine your wedding in...”)
- 5) Include a bonus offer (“Plus Free Friendly Travel Advice!”)
- 6) Take advantage of emotions (“Get the Money You Deserve”)
- 7) Implicature in adverts: it is more difficult for the audience to identify precisely what is being communicated. Implicatures are inferred meaning - the audience may not so easily change or reject what is conveyed indirectly or implicitly. Such suggested meaning through implicatures can influence the audience to think or feel a certain way.

- 8) The reference of some pronoun (or some other word / phrase) is deliberately left vague, e.g. “You are worth it”. This lack of specificity means that every reader / hearer can give the expression a reference point that relates to their own life i.e. Customize the text to his own specifications.
- 9) Ellipsis may be aimed at bringing writer and reader closer together via the fact / assumption of shared knowledge: the reader, having to work at filling the gaps, has to at least assume that he and the writer have something in common.
- 10) Neologism in the slogans of advertisements.
- 11) Use of multimodality in testimonies e.g. Before vs after, especially for beauty products.

Format:

- Heading (must have) / sub-headings --> express the hook i.e. The lines that draw you in
- Main text of the ad (must have)
- Pull quotes (word play)
- Slogan

- Contact e.g. Logo, advertiser's name, address, phone number, website, email address
- Extras e.g. Tear-out option with a coupon, product sample etc.

## Section 1

# Beauty and Fashion



# BENEV

*Progressive Skin Science for a Lifetime of Beautiful Skin.*

*Give your skin BENEV to nourish, support, and complement its natural system of healing and regeneration for a radiant, healthy complexion at any age.*



Create a proper noun: a sense of professionalism, indicating that the products have gone through thorough research and hence the quality and effectiveness is guaranteed. With scientific grounding, customers trust that the company is not merely making claims of their products.

Use imperative to urge the customers to buy the product for the “well-being” of their skin, suggesting that Benev is a good treat to the skin.

Positively connoted adjectives to describe complexion after using Benev, appealing the customers with positive end results.

“A lifetime of beautiful skin” possibly violate the maxim of quality. But it is clearly an attempt to appeal to the stereotypical women’s desire to stay young and beautiful forever. “at any age” reinforce this impression that using the products can enable the customers to retain their beauty regardless of their age.

# what your accessories say about YOU?



## Be Bold or Be Gone!

Bold statement jewelry pieces are your thing. Never one to shy away from drama, you are fashionably fearless. You love being in the front and center of things and thrive when you are thrust into the spotlight, which happens often.

\*Swarovski jewelry and RISIS brooch featured.



Kind of "swag"

## Style Personified

You understand that style goes beyond what you wear but lives within the everyday moments. Be it that Montblanc pen you sign cheques with or the passport holder you travel with, you believe that form doesn't have to be compromised by function. You ooze style. Period.

Firm belief that will not easily change.



## You've Been Charmed

You collect charms to mark special occasions, key relationships and significant places you've visited. You are a sentimental romantic who values your relationships deeply.

\*Pandora charms and bracelet featured.



Hypothesise diverse types of jewelry and the personalities who might find each type suited to their identities. People buy into an identity, not the merchandise itself. In each section, different tones and styles of writing are adopted based on stereotypical features each personality might adopt.

Significant presence of Relational Process with "you" (the customers) being foreground as the token. Values attributed include "a sentimental romantic", "never one to shy away from drama", and "fashionably fearless". The customers might identify themselves with one of the identities.

Mental Processes

Adj. and adv.



## Luxury is in the Little Details

You love delicate jewelry – be they layered necklaces, dainty bracelets or ear studs that carefully adorn your lobes. You know that impeccable style is in the tiny details and don't need to make a loud statement to look polished and put together.

\*RISIS, Swarovski & Pandora jewelry featured.



## Section 2

# Other media

<https://www.youtube.com/watch?v=o1Lue82V17o&feature=youtu.be>

# Blogs

Common purposes:

- 1) Opinions
- 2) Publicity
- 3) Announcement
- 4) Advice
- 5) Sharing
- 6) Debate, defense
- 7) Usually HIDDEN PROMOTIONAL/PERSUASIVE PURPOSE

Common features / techniques:

- 1) Establish and maintain a relatively high level of rapport and interaction with the readers: direct and intimate address
- 2) “Hooks”:
  - Rhetorical / expository interrogatives
  - First person voice: personal anecdotes and insights

- Arresting title
- Puns and word play (of mutual interest if applicable)
- 3) Allow readers to comment easily: comments thread, email address, feedback section
- 4) Appeal to emotion

Include:

- Xixue shot down facebook opposition
- Xixue about page (more personal, and informal)
- Ladyironchef about page (professional distance)
- MIT admissions: It's More Than A Job

## Section 1

# Xiaxue's Blog

And the comments are so fucking NASTY.

By nasty I don't mean hurtful.

I mean just extremely distasteful, uncouth, and with absolutely no class at all. Even criticism can be insightful and witty but these are just written by the lowest of society - people with the IQ and sexual urges of baboons who barely mastered language. Most of the comments are about us being prostitutes.

I feel sorry for smart and nice people who support the opposition, I really do. Because most of the noises made by opposition supporters are done by these middle-aged angry uncles who are so bitter and self righteous.

Maybe in today's equality driven society my ideals are a little hard to achieve but I believe that at the very least MEN SHOULD NOT BE INSULTING WOMEN ONLINE.

Seriously wtf?! Didn't their mothers teach them how to treat women?? What sort of asshole would hide behind anonymous masks and tell women they are fat or ugly or a whore, and say he doesn't want to fuck her... AS IF HE WOULD EVER HAVE A CHANCE TO. It's just so... URGH!!

Usually the men who write such comments get away with it because most girls don't bother to retaliate.

Usually those to write such comments to ME have the wits to do it anonymously.

But NOT THE ABOVE FUCKERS.

Some of the assholes above who left comments about my friends and I have done it openly and shamelessly with their facebook accounts.

The smarter ones made their accounts private but the dumber ones didn't.



I mean, aren't you curious? Who are the men who write such comments and how do they look like?

And since they are so proud of their actions, I shall do them a favour and introduce them one by one on my blog here. I'm being so nice. I usually don't mar my blog with ugly things.

So men... You think you can get away with defamation online with no consequences?

Maybe you will think twice before you call somebody a whore next time, huh?

By the way PLEASE READ DISCLAIMER:

All these information are readily available online. I did not hack their accounts or even snoop very hard. Their details and pictures can be found by ANYONE who clicks on their

facebook profile upon seeing their comments on Temasek Review's facebook page which has over 10,000 likes.

I was asking my friends and Mike if I was being mean if I post pictures of them with their wives, friends or children. Everyone said no because the information is open and they chose to be open with it. Mike said it is as if I see someone walking around naked and I pointed at him.

Perhaps they aren't even embarrassed or ashamed but if they are, then they have to take consequences for their actions. It's not my business to protect their interest and honestly... I don't want it because they don't deserve it. Furthermore, I 100% believe that this is NOT the first time these men have left such comments on women who never did anything to them.

Sure my words have a lot of impact. But get this: I would NEVER have written anything about them if they didn't bully me or my friends first. Others may allow themselves to be trampled all over but NOT ME. They picked the wrong person to mess with.

INTRODUCING THE HONORABLE MEN OF SINGAPORE:

SOON CHWEE

<http://1.bp.blogspot.com/-WSEuBOll5wE/T70zD3S76GI/AAAAAcrg/CTZPZR40iPw/s1600/soonchwee.jpg>

Soon Chwee is another one of those guys who presumed that we were prostitutes because well, you know, PAP supporters all are prostitutes.

He is married with two cute kids. I wonder how he will feel like if in future men ask his daughter which part of geylang she works at?

In case you are wondering why he is so tan, he is a swimming instructor!

You DEFINITELY want a man like that teaching your daughter in a swimming pool.

His company Happy Swims is more than glad to accept your children in classes.

Thank you for calling me sexy and pretty \*blush\* I really hope I help your business in return!

## Section 2

# About Page - Xiauxue

So you want to know more? Here are some of the more commonly asked questions, separated into categories.

### PERSONAL:

Who are you?

My name is Wendy Cheng Yan Yan. I was born on 28th of April in 1984, to my Singaporean-Chinese parents in Singapore. I have a younger brother and my parents are divorced. I'm close to my mom, whom I affectionately call Momo. I blog full-time for a living and have been doing so since 2005. I started my blog in 2003. Blogging is also why I am sorta famous.

Why do people read your blog?

I've been told I am funny, honest, open, and give interesting viewpoints. Or that I have great hair. Apparently people also read me because they hate me. But you go ahead and form your own opinion. :)

How tall are you?

My height is a secret! And from that you can deduce I'm super short.

How heavy are you?

All my life I've never been skinnier than 41.5kg or heavier than 46kg. Except when I was a kid of course. Smartass.

Update 2012: I have lost weight via a diet pill (no, I will not say which) and have maintained my weight at around 38kg ever since, by cutting carbs. I do not do exercise.

Are you attached?

Yes, I am married to my husband and his name is Mike. He is an American from Texas, born in 1981 and he is an engineer. We met on the internet and he moved here for me. Full story [here](#).

What camera do you use?

I suppose this is always changing but right now (Nov 2011) I use a Lumix GH1 for videos and advertorials and a Lumix GF3 for daily pictures. And the iphone 4S's camera for mobile pics.

Do you get recognised?

Yes in Singapore I do. I also got recognised in USA, London and Japan before! It's amazing what blogging did to my life! People who say hello to me in public are usually very nice - shows you doesn't it? Haters are cowards. :D

How can I contact you?

You can email me at [xiaxue\[at\]gmail.com](mailto:xiaxue[at]gmail.com).

Will you accept a student interview?

No, sorry. I get asked for this too often.

## BEAUTY/PLASTIC SURGERY:

How often do you bleach your hair?

About once a month. Yes it's painful and yes it's a pain in the ass.

How do you keep bleached hair healthy?

I apply loads of lotion/serum but mostly I guess I just got lucky? I don't know why the quality of my bleached blonde hair is actually better than when I had non-bleached hair!

What is your natural hair/eye colour? How did you get so fair?

Black and black. This may seem duh to Singaporeans but surprisingly enough a lot of Americans want to know. Regarding the skin... I get accused of bleaching my skin all the time. Not trying to pay myself a compliment here, because I like bronzy golden skin so I try to tan as often as possible. It may come as a surprise but er... some Chinese people are pretty fair naturally!

What surgeries have you done?

I did my nose twice. For my eyes I did a semi permanent double eyelid surgery and cut the outer corners of my eyes but seriously those two surgeries made NO DIFFERENCE to my eyes at all. What a waste of money and time. I also have done fillers and botox. If you consider it also plastic surgery I also did invisalign on my teeth and cut my gums a bit higher. More surgery questions answered here.

Where can I see your "before" pictures?

Any photos in the archives before December 2006 is before I had any work done. If you wish to see unedited pictures from my teen years you may refer to this post.

## ADVERTISING/SPONSORSHIP

How much does it cost to advertise with you?

Blog advertorial: \$3,500 and up

Sidebar banner: \$500 a month

Youtube video: \$4,000 per video

Facebook: \$300

Twitter: \$300

Photo of the moment (also linked to tumblr and facebook):  
\$500

Above are in Singapore dollars. All ads must be specified as an ad. I don't do ads for blogshops or coupon sites anymore. If you are ok with all these, you can email me at [xiaxue\[at\]gmail.com](mailto:xiaxue[at]gmail.com)!

Will you advertise for me for free?

No, fuck you. I OWE YOU NOTHING. And I HATEEEEE un-abashed people. I cannot emphasize that enough.

Will you advertise for my start-up for a nominal fee or some stupid products of mine?

See above.

Will you help me advertise my charity/lost pet/kin who is ill and needs donations?

Most likely not. I receive way too many of these requests and feel passionately about too little of them, sorry. I try not to tell people how to live their lives on my blog. If they want to donate, they can make that decision on their own. I'm not gonna pretend I'm a saint just because I helped spread the word. Guess I'm an asshole. Or an awesome person full of win, depending on how you see this. \*shrugs\*

How do I ask you for a sponsorship?

Email me.

I don't want an ad, can I just send you my products for you to try?

Sure, please send it to Munkysuperstar's office. They manage me. The address is:

Munkysuperstar Pictures Pte Ltd

15 Queen St

#04-07 Wilby Central

Singapore 188537

Please tell me some stats:

You can click on my twitter/facebook to see how many followers/likes I have. For my blog, here's the link to my site-meter.

## CONTROVERSY

Why do you do so much plastic surgery? You must be really insecure.

Firstly, that question is stupid. You don't ask people "why do you do so much skincare?" or "Why do you spend time styling hair?" so why ask why people do plastic surgery? The answer is so obvious: BECAUSE I WANT TO LOOK GOOD. I care about my appearance and plastic surgery is not a big deal to me so if they are free/affordable, why not? I like looking good and I like improving my looks. It is no more than permanent makeup to me.

Does that make me insecure? I've videos of me online with no makeup and no plastic surgery done. I am the same me then and now, and I'd say I'm probably one of the most confident and secure people you'd ever meet. I fuckin' love myself; that's why I'm constantly upgrading myself.

Why do people hate you?

I have no idea. As I said, I fuckin' love myself. Maybe they are jealous of my insane love for me.

No but seriously I think it's because they don't think I deserve my awesome life. Too fucking bad LOL

How do you handle the haters?

It's easy once you realise that most of them are really lonely, sad and depressed. Most just need a good fuck.

Do you hate your race? You want to be white?

I don't hate my race. But if there is a race that can have pink/lilac/blonde/silver/teal hair or eyes that change colours to suit the clothes I wear or skin that is always dewy and glowy-looking then yes I'd love to be that race. Not to be rude, but "white" isn't that race.

Why do you hate Dawn Yang/Plasticzilla?

Initially, it is because she tried to sue me for telling the truth about what a lying hypocrite she is. She also a plagiarizer on MANY occasions (please google for proof), and is just a horrible human being (click here to see how she praises herself and insults others anonymously on forums). Nowadays

though, I don't "hate" her anymore, I just find her really funny in a sad way and I love trolling her. I'm childish. So what? :D

Let's make one thing clear. The nickname "Plasticzilla" was given to her by forums, not me. I merely use it because I find it funny, and it stuck. I DO NOT dislike her coz of her surgeries. I cannot fathom why anyone would be so stupid to assume that since I clearly had plastic surgeries myself. And no, I'm not "turning into a Plasticzilla myself" because that nickname is not for just anyone who had loads of surgeries, that nickname is FOR HER and her despicable character.

Are you racist?

I believe everyone is to a certain degree and anyone who says they are not are lying. I'd admit I in particular am not that partial to the male foreign Bangladeshi construction workers in Singapore. Note: NOT all Bangladashis, just the horny dudes doing manual labour in my country. I once lived in a neighbourhood full of them and got molested by them many times when I was a teen. It is very traumatizing and I don't think it's unreasonable that I'm afraid of them and dislike them. If you think this is wrong, FUCK YOU. I don't give a shit what moralistic assholes think of me.



Why do you photoshop so much?

Because I'm smashing good at it and if you were this talented you'd do it all the time too.

Are you a cyberbully?

Fuck you. No, seriously. I am the one being cyberbullied everyday. ME. People laughed when my hamster died, say I caused my parents' divorce, and if I had a dollar for everytime someone said I'm fat I'd be a fucking quadrillionaire by now. DO I GET ANY SYMPATHY? Oh noooooo... Coz I'm the one famous and reaping the rewards of that I deserve it now, is that what is it?

So when some pimply teenager insults me like "LMAO u r so ugly cunt!111 lolol" I'm supposed to sit back and be the bigger person? No. I am the fucking biggest person there is coz I don't try to ruin every single little twerp that is rude to me.

Am I supposed to be some pushover and let people abuse and accuse me? Fuck that.

And therefore SOMETIMES when defend myself, don't call me a cyberbully. I've been known to bite back, whoever decides to provoke me should already know.

During the rare occasion where I insult people without being provoked first, then yes, I'm being a cyberbully. Oh boohoo. They can defend themselves just like I do, every single freaking day. Seriously, it makes you a stronger person, so I'm helping them, really.

# About page - Ladyironchef

## ABOUT

Ladyironchef is the leading food and travel website in Singapore that started from a humble blog in the early days of 2007. The chief editor behind the articles is the man who has an inexplicable love for food, traveling and the finer things in life.

Brad, or better known as his moniker name, 'Ladyironchef', writes about his personal experiences from his daily life, dishing out honest reviews about food and dining places, countries and cities that he travels to and visits, and generic lifestyle products. Here at Ladyironchef, we believe in sharing our experiences and products that we endorse with all our discerning readers, so that lives are influenced and impacted, and that there is always a trusting website to turn to for guides and information.

Ladyironchef is an independent and stand-alone company with no affiliation with any blogging company and management. We have had the honor of working with a portfolio of clients for many successful branding and tactical campaigns, bringing you products and promotions that we believe in and are beneficial for each and every one of you. We are truly humbled by your support and faith, and we will always work hard

to bring you the best, the latest and the truest in the glorious worlds of Food, Travel and Lifestyle.

And yes, Ladyironchef is a man. And there is no reason nor meaning behind this alias.

## Section 4

# Lifestyle Blog

A trip to Europe for Christmas sounds wonderful for sure, but thinking about the **expenses** is enough for anyone to push the plan away. **However, do you know that there are many Asian countries where you can experience snow in December?**

Here are 8 **stunning** snowy destinations in Asia to experience **winter wonderland**.

Weather seasons are getting unpredictable these days so it is always best to check again that the place will be snowing before making plans.

### HARBIN, CHINA

Snow falls in Harbin in early December and it is a good time to check into a ski resort. Yabuli Ski Resort and Longzhu Er-longshan Ski Resort are one of the most popular skiing destinations in Harbin. Otherwise, try dog sledging or ice fishing—**activities you will never be able to do in Singapore**.

If you happen to stay on until January, you have to attend the International Ice and Snow Festival that has been ongoing for a whopping three decades! Visitors will enjoy a **spectacular** display of 1,500 enormous translucent ice structures that reflect colourful lights shined upon them at night.

### SHIRAKAWA-GO, JAPAN

**As a UNESCO World Cultural Heritage Site**, Shirakawa-go is **one of the most beautiful places on earth** during winter. The village huts and thatched-roof farmhouses that are scattered around in a small valley turn on their lamps at night that showcases a picture perfect moment. Stay overnight in one of these huts for a Japanese countryside lifestyle experience!

## Section 5

# MIT Admissions: It's More Than A Job *by Ben Jones*

In response to an earlier entry of mine, this post appeared on College Confidential:

*You know, I get sick of college admissions officers saying how they couldn't accept so many wonderful people. While it's supposed to be comforting, obviously, I just find it really insincere. I mean, either you're accepted or you're not. There is no grey area... so they shouldn't try to sugarcoat the harsh reality.*

I'm thankful to whomever posted this, because it really made me think. It's certainly a fair post, and I imagine a lot of our applicants share these sentiments. A million years ago when I was applying to college, perhaps I would have felt the same way.

I've written before about how the class is selected, but I'm too tired to dig up the post so I'll give a quick recap. First you apply. Your application is read by a senior staff member who will look for deal-breakers (like a bunch of D's, for example). Assuming you're competitive, your application is then read by a primary reader who will summarize it at length for the committee. Then a second reader (and sometimes a third) will read and write their own summaries. Then it will go to selection committee, where multiple groups of different admissions

staff and faculty members will weigh in on it. Assuming you've made it that far, the senior staff will then review it again. Approximately 12 people (give or take) will significantly discuss and debate your application before you're admitted. This is all very intentional; committee decisions ensure that every decision is correct in the context of the overall applicant pool, and that no one individual's bias or preferences or familiarity with a given case has any chance of swaying a decision unfairly.

With that in mind, let me tell you a little bit about what my job is like from November through March. Three days a week, I take a random bunch of applications to the public library, find a quiet corner, and immerse myself in your lives.

I read about your triumphs, I read about your dreams, I read about the tragedies that define you. I read about your passions, your inventions, your obsession with video games, dance, Mozart, Monet. I read about the person close to you who died. I read about your small towns, your big cities, the week you spent abroad that changed your life. I read about your parents getting divorced, your house burning down, your girlfriend cheating on you. I read about the car you rebuilt with your dad, the championship debate you lost, the team you led to failure, the performance you aced. I read about the people you've helped and the people you've hurt. I read about how you've stood tall in the face of racism, homophobia, poverty, injustice.

Then I read about the lives you've changed - a math or science teacher, a humanities teacher, a counselor. I read the

things that they probably don't say to your face for fear of inflating your ego: that you're the best in their careers, that kids like you are the reason they chose to be a teacher in the first place, that they're better people for having known you.

If you've had an interview, I get to read about how you come across in person to someone you've just met - how your face lights up at the mention of cell biology, how you were five minutes late because you had an audition, how your smile can fill a room, how you simply shine.

(Your grades and scores are clearly competitive or your application wouldn't be on my pile in the first place.)

By now I'm fully invested in you so I write a gazillion nice things about you in your summary and I'm smiling the whole time. I talk about your depth, all the ways you're a great match to MIT, all the things I know you'll contribute to campus. I conclude with phrases like "clear admit" and "perfect choice." In my head I imagine bumping into you on the Infinite Corridor, asking you how your UROP is going, seeing your a cappella group perform.

I come home each night and tell my wife over dinner how lucky I am, because I never seem to pick boring applications out of the pile. In fact, I tell her, I'm inspired enough by the stories I read to think that the world might actually turn out to be okay after all.

In March I go into committee with my colleagues, having narrowed down my top picks to a few hundred people. My col-

leagues have all done the same. Then the numbers come in: this year's admit rate will be 13%. For every student you admit, you need to let go of seven others.

What? But I have so many who... But...

And then the committee does its work, however brutal. It's not pretty, but at least it's fair. (And by fair I mean fair in the context of the applicant pool; of course it's not fair that there are so few spots for so many qualified applicants.)

When it's all over, about 13% of my top picks are offered admission. I beg, I plead, I make ridiculous promises (just ask the senior staff) but at the end of the day, a committee decision is a committee decision.

Of my many favorites this year, there were a few who really got to me, and when they didn't get in, the tears came. Some would call me foolish for getting this wrapped up in the job, but honestly, I couldn't do this job if I disconnected myself from the human component of it. It's my job to present you to the committee; if your dream of being at MIT didn't become my dream on some small level, then really, why am I doing this at all? Others would disagree, but then, others aren't me.

To the 87% of you who have shared your lives with us and trusted us with your stories over the last four months, please know that they meant something to me, and I won't forget you. When I say that I share the pain of these decisions with you, I'm not lying. I'm really not lying.

To the person up there who said "while it's supposed to be comforting, obviously, I just find it really insincere" - you have it backwards. I don't expect it (or anything else) to be comforting at this moment. But insincere? No. Not that.

Just got confirmation that the USPS picked up the mail (for real), so it's on the way. I'll be thinking about all of you.

1. Author's personal Investment: tell his wife..., "I" as an admission officer is rare. Usually "we" as position dictates keeping a professional distance to show objectivity and impartiality in the selection process. However, in this post, the purpose is to on some level give emotional support to the applicants who might receive cold, brutal, disappointing results (this post is posted a few days before the release of results). Hence, the author chooses to shed light on the application process by sharing his personal perspectives in a candid manner.
2. Specificity: address the individual stories he has read from the application
3. Appeal to emotion: "tears"
4. Connection and empathy: "I'll be thinking about all of you",

# Email Publicity

Common format:

To:

From:

Subject:

Date:

## Section 1

# Digital Inc. Webinar Invite

Subject: Who Won the Battle of the Christmas Ads 2017? (trophy emoji)

(Logo)

Battle of the Christmas Ads 2017: Who wins?

In the world of advertising, companies go head to head to compete for the best Christmas ad. Whether it's John Lewis v Marks and Spencer or Waitrose v Sainsbury's, most of them tend to go down the emotional route. Here at Adoreboard, we analysed mentions of the top festive ads to find out who won the hearts of viewers.

Hyperlink (Discover the Top 10 here)

Webinar: Decision Ready Insights with Emotion AI

Featuring a LIVE demo of Emotics and FREE trial access!

Join our next webinar as our CEO Chris Johnston shares his expertise on how you can use emotion AI to level up your business to make a bigger impact in 2018!

Even if you can't make it, sign up anyway!

We'll make sure you get the slides and recording afterwards.

Hyperlink (Register for Webinar Thurs 23rd Nov @ 2pm)

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Our mailing address is:

Adoreboard

Queen's University

63 University Road

Belfast, BT7 1NF

United Kingdom

Add us to your address book



Want to change how you receive these emails?

You can update your preferences or unsubscribe from this list

## Section 2

# Beloit College Ad

Liu,

The **rankings** are in, and it's **official**: U.S. News & World Report ranked Beloit No. 20 for "Best Undergraduate Teaching." We already knew our faculty were **rock stars**, but here are our top three guesses as to why Beloit professors were nationally recognized:

1 Their first priority is teaching.

2 When they are conducting research, they'll most likely invite you to accompany them on research opportunities and summertime projects, so you can explore your **own (contradiction?)** work **as a scholar**.

3 They're mentors who care about their students as individuals, and they'll support your development inside and outside of the classroom by providing guidance, encouragement, and inspiration.

**But don't take our word for it. Take a look for yourself.**

# Press Releases

Common format:

- Headline (capitalize every word and within 170 characters, does not take a period)
- Summary paragraph (synopsis of the press release, tell the story in a different way)
- Singapore, Month 1, 2016 - Lead paragraph (most important information to grab reader's attention, cannot assume the reader reads the headline or summary; the lead should stand on its own)
- The first couple of paragraphs should cover 5W1H questions (who, what, when, where, why, and how)
- Further details (quotes from key staff, customers, or subject matter experts; something unique or controversial or about a prominent person, place or thing)
- Last paragraph (restate and summaries the key points, details on product availability, trademark acknowledgement etc)
- About XX:

Short corporate background about the company or the person who is newsworthy.

- Contact:

Name, position in the organization

Organization's name

Phone number

Website of the organization

Note:

1. No 1pp or 2pp unless quoting someone
2. Do not take “;” in the title

## Section 1

# Governmental

### MOM dismantles syndicate involved in the illegal importation of labour

2 August 2016 Foreign manpower

1 The Ministry of Manpower (MOM) mounted an island-wide enforcement operation from 26 to 27 July 2016 against a syndicate involved in bringing in foreign workers for illegal employment. The operation lasting more than 48 hours took place at several locations including offices, residential units and construction sites.

2 A total of 44 persons, comprising six alleged members of the syndicate and 38 foreign workers, were arrested during the enforcement operation. Items such as work permit cards, name lists of workers, and Singpass tokens were seized. Investigations are currently ongoing.

#### Modus Operandi

3 Syndicates that illegally bring in foreign labour would typically set up shell companies (i.e. companies with no actual business operations). They would hire fall guys as directors of these shell companies, and misuse their Singpass accounts to make fraudulent work pass applications. They ob-

tain the quota to employ foreign workers using “phantom workers”. The fall guys would usually have no knowledge of what the company does. The syndicates would then collect large amounts of kickbacks from the foreign workers, hence making significant illegal monies in the process.

4 As there is no actual employment, the foreign workers are then released to find their own employment. Many of them conspire with the syndicates, and willingly pay large amounts of kickbacks to be part of the scam, in order to obtain a work pass to stay in Singapore. They would then find their own employment illegally.

#### Illegal Labour Importation Has Serious Implications

5 Singaporeans are denied employment opportunities when employers hire foreign manpower through illegal means. Law abiding employers are also disadvantaged as there is an uneven playing field in hiring workers. More importantly, this prevents our economy from making critical adjustment towards productivity-driven growth, since employers could circumvent our foreign manpower policy framework and continue to have access to cheap foreign manpower.

#### MOM Takes a Serious View of Illegal Labour Importation

6 Commenting on the operations, Mr Kevin Teoh, Divisional Director of MOM's Foreign Manpower Management Division, said: “MOM takes a serious view of bringing in foreign workers without a job and allowing these foreign workers to find their own employment. We will take offenders to task,

and will continue our efforts to detect and take down syndi-  
45 cates that perpetuate such offences. If convicted, employers  
can be imprisoned up to two years, fined up to \$6,000 per  
charge and caned as well. Employers and main contractors  
must do their due diligence to ensure that all foreign workers  
at their worksites have valid work passes. It is illegal to hire  
50 foreign workers who are released by their official employers to  
find their own work.”

7 In 2015, MOM conducted four major operations  
against syndicates involved in the illegal importation of labour.  
These syndicates had set up four companies and had brought  
5 in approximately 300 workers. A total of 12 syndicate mem-  
bers were arrested.

## Penalties

8 The Employment of Foreign Manpower Act (EFMA)  
was amended in November 2012 to give MOM greater en-  
60 forcement powers to deal with egregious offences such as ille-  
gal labour importation. Penalties were also enhanced for  
greater deterrence. Persons convicted for the illegal labour im-  
portation face imprisonment between six months and two  
years, and a fine up to \$6,000 per charge. For severe cases,  
65 the offender is also liable to be caned.

9 Employers who hire foreign workers seeking illegal  
employment face a fine of between \$5,000 and \$30,000 or up  
to 12 months' imprisonment or to both. They may also be  
barred from employing foreign workers. Main contractors who  
70 are found to have illegal workers at their worksites are liable

to be fined up to \$15,000 or imprisoned up to 12 months' or  
both. They will also be barred from employing foreign  
workers.

## MOM Advisory

10 Employers should assess the legitimacy of their la-  
bour supply contractors before using their workers. They  
75 must not hire foreign workers who have no valid work passes  
or who are released by their official employers to find their  
own work, as this constitutes illegal employment. Occupiers  
of worksites are also required to ensure that all foreign work-  
ers, including those of their sub-contractors, at their worksites  
80 have valid work passes. They must not allow foreign workers  
without a valid Work Pass to enter or work at their sites.

11 Employers and main contractors who come across  
released workers should take down their particulars (including  
85 the name, work permit number, and employer stated on the  
work permit card), and report them immediately to MOM.

12 Foreign workers who hold a valid work permit but  
have been asked by their official employers to find their own  
work should report immediately to MOM. MOM will investi-  
90 gate and provide the necessary assistance.

13 Members of the public who know of persons or em-  
ployers who contravene the EFMA should report the matter to  
MOM at Tel: (65) 6438 5122 or  
email [mom\\_fmmd@mom.gov.sg](mailto:mom_fmmd@mom.gov.sg). All information will be kept  
95 strictly confidential.

Intro:

The text is a government press release announcing the initiation of enforcement against illegal employment of foreign workers. The text is provided to the journalists of major mass media platforms, and subsequently reaches out to the Singapore public, including employers, foreign workers, and the general public who can contribute to this initiative by the government by owning up those who break the laws. The text thus serves to warn employers and the foreign workers of the dire consequences of not abiding by the law and also rally support and help from Singaporeans.

Power:

The text, as a government press release, firmly establish the authority of the government as a law reinforcing agency, using highly certain language in order to effectively and accurately inform the public about the laws. On a further level, the language used regulate the public's behaviours and deter unlawful acts of illegal employment. One prominent use which reflects highly certain language is the prominent use of bare declaratives that contain highly specified and accurate information. In line 67, the author states that "employers seeking illegal employment face a fine of between \$5,000 and \$30,000 or up to 12 months' imprisonment or to both." The declarative is not modulated, conveying a sense of absoluteness that the penalty is a **hard definite** fact which no one can change. The idea is reinforced through the use of numerals "\$5,000",

"\$30,000" and "12 months" to highlight the specific consequences the employers will face if they break the law. High specificity and certainty in presenting the legal information is important for this press release to be effective in deterring unlawful actions. The language used not only shows certainty in disseminating information, but also holds a legal high ground to regulate the public's behaviours. Under "MOM Advisory", there are significant occurrences of modal auxiliary verbs in both the affirmative form such as "should" (of high obligation) and the negative form (of prohibition). One salient occurrence will be the use of "should" when government is setting expectations for the foreign workers that they "should report immediately to MOM. MOM will investigate and provide the necessary assistance". The modal auxiliary of high obligation "should" indicate it is a legal obligation for the foreign workers to report to MOM; the adverb of time "immediately" further increases the sense of urgency and seriousness. Knowing that the government is indeed very strict with illegal employment, the foreign workers will not take risk. The government also assures them that they will be given alternative to stay in the country, hence incentivising them to report as soon as possible.

Contact

Cohesion

Ideational meaning



# Daily Conversations



# Podcasts, Speeches, Interviews

## Section 1

# Interview with Laura Prepon

About her recent engagement:

I: How did you celebrate it? Did you do something special? //

L: // Well we're really private. So we kept it kinda private. As..  
Cuz Kutcher's gonna tell u nobody knew about it. And we erm  
just came up with it this week.

# Unconventional

- Music Lyrics
- Films/cartoons / computer games
- Biographies / non-fiction books

# Writing for Children

## Section 1

# Science facts for Children

### 1st about Universe & Space

The universe is probably 15 billion years old but the estimates vary.

Do you know that your spine stretches in space? With less gravitational force than on Earth, there is less pressure on your spine so it will get a bit longer, effectively making you about 2 inches taller!

There are more stars in the sky than all of the grains of sand on Earth.

The solar system has 8 planets, yes that's right, only 8 planets. Earlier it was considered that solar system consisted of 9 planets but in 2006 scientists declared that one of the planet (Pluto) was too small to be considered as a planet!

About 50 tonnes of space dust and rocks fall to Earth each day. In most cases, the pieces of rocks from space fall towards the earth and most of these are destroyed on entry, leaving only fine dust down to Earth.

In space, astronauts cannot cry, because there is no gravity, so the tears can't flow.

A person of 60 kgs weight barely will weigh only 10 kg on Moon, but 1,680 kg on the Sun. That means, you would weigh 1/6th of your weight on Moon and 24 times more on the surface of the Sun. This happens due to gravitational pull at different places.

Sirius (Dog star) is much brighter than the sun. In fact, no star is as bright as Sirius.

If you shouted in space even if someone was right next to you they wouldn't be able to hear you as there is no air to carry your message.

It is impossible to snore while sleeping in the weightlessness of space.

A light year is the distance that light travels in a year.

Galileo was the first scientist to look at the night sky through a telescope.

## Section 2

# Explain science for children

What makes stickers sticky?

Stickers use a substance called an adhesive—a kind of glue or paste that makes them stick to a surface. Adhesives can be made from different materials and produced in different ways, but they all work in somewhat the same way by using “macromolecules.” Macro means “big.” These molecules can be thought of as “molecular ropes,” or long strings of repeating molecules.

Certain types of molecules are naturally sticky to one another and to other molecules. In adhesives, the molecular ropes are arranged so that their little sticky parts are all lined up. With all those sticky parts working together, the molecules stick very tightly to one another and to many surfaces.

Chemists and engineers make many different kinds of adhesives and are always working on creating new big molecules that are even stickier—or that are less sticky, when that’s needed, such as for removable stickers.

### Section 3

# Activity for children

## Glove Turkey

### Make a Glove Turkey

Make a cute Thanksgiving table decoration using three different-color, small, stretch-knit gloves (yellow; orange or red; and brown). You can find these inexpensive gloves at any department store. Stuff the yellow and the orange or red glove with polyester fill. Sew the cuff ends shut. Stuff the brown glove for the turkey's front with a little more filling so that you get a nice "stomach." Stitch the cuff end shut, and tack the thumb to the front to form the turkey's head. Glue or sew the other two stuffed gloves to the back of the brown glove. Spread the fingers, and make sure that the turkey balances well on a flat surface.

Decorate the turkey with a felt beak, Pilgrim hat, vest, and tie. Attach tiny button eyes. If you like, you can put the turkey on a plate decorated with leaves, moss, and dried flowers for a Thanksgiving centerpiece.

## Section 4

# Fishing activity

Got Bait?

### WHAT TO BRING

A fishing rod

Fishing line

A package of fishing weights

Fish hooks (number 6 - 10 sizes)

A plastic bobber

Small pliers or a pocketknife

Live bait

A state fishing license (depending on your age)

A first-aid kit

A cooler with ice

Plastic bags

Water to drink

Snacks

Insect repellent

Sunscreen

Wet wipes

Camera

### WHAT TO WEAR

Wear natural colors like brown, green, and blue to help blend into the background. Always wear a life jacket when you are close to water. If it's sunny wear polarized sunglasses to see the fish better in the water and to protect your eyes from the sun's rays.

### THE POLE

Choose a fishing pole that fits your hands. It should be about as long as you are tall. There are a variety of rods and reels (complete with line) for sale. The simplest fishing rod is a cane pole. You can make it out of bamboo, fiberglass, or even a tree branch. Tie the fishing line to the end of the pole, put a hook on the other end of the line, toss it into the water and wait for a fish to bite.

### THE BEST TIME



Pan fish, such as bluegill, sunfish or perch, bite almost any time of day. If you have not had a nibble after 15 minutes, move to another spot and try again. For other types of fish, such as trout or bass, you may want to fish early in the morning or late afternoon. According to folklore the best time to fish is during the weeks after a new Moon and before it's full again. Check your calendar!

## WHERE TO FISH

Most ponds, small lakes and streams are loaded with fish. Fish like to hide, so try fishing around heavy weeds, rocks or logs. Look for an area where the water is several feet deep. Good fishing spots are areas where the bottom changes in some way - from sand to gravel or from sand to mud.

## Fish Tales

about your fishing trip.

# Broadsheet News

# Articles for Magazine/Newsletter

Common purposes / contexts:

1) There is usually a regular reader base who share similar interest and pre-knowledge about certain subject matters.

Common features / techniques:

1) Some column articles might use many expository questions to elicit some sort of response OR pique readers' interest of the subject matter OR engage the readers so as to ensure they follow the train of thought

2) Solicit readers' views on some issue by saying, for example "What do YOU think?"

3) Co-reference depends on real-world knowledge and needs some external information to realized that the terms refer to the same referent i.e. Presupposition of intertextual understanding. E.g. Mrs Thatcher --> Prime Minister --> The Iron Lady --> Maggie

Common Format:

- Headline (must have)

- Sub-headings

- Byline: name and sometimes position of the writer

Section 1

# General

## Section 2

# We will miss you, Roger Hur-

We will miss you, Roger Hurwitz

April 23, 2015

Categories: News and Announcements

We were shocked and deeply saddened to hear the news of the passing of MIT's Roger Hurwitz, a close friend and colleague of the Citizen Lab and a senior scholar of the Canada Centre for Global Security Studies at the Munk School of Global Affairs, University of Toronto.

I first met Roger many years ago when he invited me to give a talk to the Computer Science and Artificial Intelligence Lab at MIT, where Roger was a research scientist. From the moment he greeted me at the hotel lobby, I knew that Roger and I would be friends. We talked for hours over coffee — the first of many such extended conversations sometimes in person, many times over lengthy phone calls.

Roger Hurwitz was a unique scholar — a true polymath. He was as conversant in artificial intelligence and computer science as he was in social science and philosophy. He was a voracious consumer of information and scholarship, and kept on top of technological and policy developments equally with an astounding, almost encyclopedic knowledge.

Roger was deeply committed to the process of norm building in global cyberspace, which for him had as its goal mitigating the possibility that government uncertainty and self-interested behavior could lead to violent conflict. He worked tirelessly to bring stakeholders together to discuss norms, from informal practices to international law and everything in-between.

His commitment to this process was most evident in the Cyber Security Norms workshops he, Joe Nye, and I organized together at MIT for three years consecutively. While Joe Nye, Roger, and I were, technically speaking, “co-chairs,” both Joe and I remarked that it was really “Roger’s show.” Only Roger could bring together the high level participants who attended these workshops, and only he could fashion a framework for discussion that by everyone’s agreement was extraordinarily rich and rewarding. In my last conversation with Roger shortly before he left for The Hague and another Cyber Conference, he was glowing with pride at having finished his monograph summary of those workshops, appropriately labeled “A Call to Cyber Norms” [PDF]. The morning after I learned Roger passed away, a box arrived at my office containing 50 copies of his monograph, which Roger had apparently organized as a gift for the Citizen Lab before leaving for Europe.

Roger attended every one of our Cyber Dialogues here at the University of Toronto, and was a eager contributor to all of them. I have a private barometer I use to judge a person’s character, and that is how well they treat our staff. My staff always remarked that Roger was keen to help, and went out of his way to thank people who others unfortunately often over-

look. He got to know them all personally, and was always gracious and warm to them. It was because of Roger's genuine warmth and kindness that we considered him to be part of the "Citizen Lab family." I will never forget the moment he told me how much our saying that meant to him, to be part of our "family."

What also struck me most about Roger is the way he mentored younger scholars, and showed a keen interest in their work, their ideas, their methods, and the topics that drove them to do research. He had endless time for junior scholars, for colleagues, for policymakers, and a professional commitment to the discipline of scholarly inquiry, in ways that should be a model to all of us. Above all else, though, I feel lucky to have known Roger for his strong sense of ethics, his sense of right and wrong, not merely as a topic of inquiry but as a code of professional conduct. I will always cherish the many times he offered guidance when I felt uncertain or faced difficult professional choices. His encouragement to us all at the Citizen Lab was inspiring.

We will miss you, Roger. Rest in peace.

Ron Deibert

Director

Citizen Lab and Canada Centre for Global Security Studies

Munk School of Global Affairs, University of Toronto

# Information Brochure

Common purposes:

Common features / techniques:

- 1) Vulnerability of the audience
- 2) Fear
- 3) Be highly specific about cost savings (“Lower your costs by...”)
- 4) Imagination (“Imagine your wedding in...”)
- 5) Include a bonus offer (“Plus Free Friendly Travel Advice!”)
- 6) Take advantage of emotions (“Get the Money You Deserve”)
- 7) Implicature in adverts: it is more difficult for the audience to identify precisely what is being communicated. Implicatures are inferred meaning - the audience may not so easily change or reject what is conveyed indirectly or implicitly. Such suggested meaning through implicatures can influence the audience to think or feel a certain way.

- 8) The reference of some pronoun (or some other word / phrase) is deliberately left vague, e.g. “You are worth it”. This lack of specificity means that every reader / hearer can give the expression a reference point that relates to their own life i.e. Customize the text to his own specifications.
- 9) Ellipsis may be aimed at bringing writer and reader closer together via the fact / assumption of shared knowledge: the reader, having to work at filling the gaps, has to at least assume that he and the writer have something in common.
- 10) Neologism in the slogans of advertisements.
- 11) Use of multimodality in testimonies e.g. Before vs after, especially for beauty products.

Format:

- Heading (must have)
- Sub-headings (must have)
- Q&A format (maybe)
- Clusters of information at certain points (must have)

- A group of bullet points related to a particular and important area of info
- Organization's full name, contact info, dates, venues at the end



# Past Papers Reflections

Section 1

# Water (P1SA)

Section 2

# CCF (PISA)

Section 3

# Ageing (P1SA)

Section 4

# Pets (J1 Term)

Section 5

# Marriage (P1SA)

Section 6

# Garden (P1SB)

Section 7

# Home Security (P1SA)



Section 8

# Skin Care (P1SB)

Section 9

# KG Mobile (P1SB)

Section 10

# Cholesterol (P1SA)

# Texts in Action

## Hey, Kids! Let's Take A Trip Behind The Veil of Ignorance!

From Forbes.com

The author: I'm a writer and a Fellow at the Ethics and Public Policy Center. I most recently worked as an analyst, and before that at Business Insider, where I co-created BI Intelligence, the company's market research service.

The political philosopher John Rawls is well known for his thought experiment of the “veil of ignorance.” The thought experiment goes something like this: when designing rules for your society, you should be ignorant of what social position you yourself will occupy. So, for example, the veil of ignorance would lead people to refuse slavery, because even though slavery is very convenient for slave-owners, for slaves, not so much, and since behind the veil of ignorance one would not know whether they would be a slave or a slave-owner, they would refuse slavery.

Rawls, and Rawlsians, believe that the “veil of ignorance” principle naturally leads us to broadly social-democratic, egalitarian, progressive policies, because once you’re behind the veil of ignorance, you will want strong redistribution and generous social welfare policies just in case you end up as one of the poor people in your society.

How does that work?

Use of ellipsis: signal informality and casual style of writing

Kids, let's all take a trip behind the veil of ignorance, and let's find out!

Ok, go!

All right, now I'm behind ~~the crystal ball~~ veil of ignorance. I'm imagining my life as a marginal member of society, and designing the best rules for me. What do I see?

1. Don't abort me. That's really the first one, isn't it? The most vulnerable members of society are really embryos, so if we're behind the veil of ignorance, we really want strong laws against abortion just in case we end up as embryos, don't we. I'm assuming all Rawlsians are pro-life.

2. Don't regulate my housing. Housing is one of the first human needs, isn't it? I remember what it was like, as a penniless grad student, trying to find housing in Paris's overregulated, overcrowded, controlled market. The only way to get an apartment was basically to have rich and/or well-connected parents and submit to an intense proctology exam. I also remember what it was like growing up in social housing, and I definitely don't want that either. According to the Fondation Abbé Pierre, in France, out of 65 million people, 8.5 million have "poor housing". What I'd really want, if I was, let's say, a high school dropout with little human, social or financial capital, would be a situation more akin to what you find in America's red states, where housing, being deregulated, is plentiful and cheap.

A strikethrough is rare, but might be potentially interesting.

## Section 1

# Hey, Kids! Let's Take A Trip

### Hey, Kids! Let's Take A Trip Behind The Veil of Ignorance!

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A strikethrough is rare, but might be potentially interesting. Maybe a conventional opening expression used by fortune tellers. Create humor and engage the readers, making a dry topic more light-hearted, so that the readers can better understand.

### Use of Strikethrough:

1. “Delete” something while still actually saying it, providing a sense of “plausible deniability” around expressing whatever you’ve put in the strikethroughs.
2. Something that is no longer true and is replaced by another thing --> techniques in advertising
3. What you strikethrough is actually what you intend to mean, but you deny it and let others see it, sometimes indicating that you're not entirely comfortable saying it or that you're embarrassed to do so.
4. Show the mental process of deciding on which phrase or expression to use --> sometimes used to show subtle emotional changes played out in a lover's mind
5. Pretending you cannot spell and finally give up --> comical effect in a very informal setting
6. In particular contexts, such as blogs strikethroughs are to indicate corrections done taken from the comments (and website if they deliberately leave out the original version, instead of deleting it all together)



## Section 2

### After Trump becomes the reality

To the Duke community:

A particularly hard-fought and divisive election season, one that was marked by a high degree of negativity, has come to an end, and America has elected a new president. Whatever positions we held in this contest, we all have a stake in the future health of the national community, so we all need to find ways to lessen negativism and division and to reengage the common good.

At this time of national change, I write to remind you that this university has its own abiding values, which carry protections and obligations for us all. Duke's mission is built on the ground of respect for differences. The university is intentionally diverse and inclusive because encounters with different perspectives, beliefs and ways of thinking lead to a more comprehensive understanding—in politics as in every domain. For this reason, each member of this community deserves the full respect of every other and owes everyone the same respect in return. And we must not simply tolerate difference of opinions but create the conditions for respectful dialogue that allow mutual education to take place.

In the coming days and weeks, Duke's intellectual community, informed by the research and expertise of our faculty, will help us to understand the meaning of this election for Amer-

ica. I hope you will participate in upcoming discussions with faculty, staff and fellow students to analyze this singular year in American politics and to debate the particulars of the way forward.

Most importantly, while our government undergoes a transition, this university remains steadfast in its commitment to diversity, inclusion, and the free exchange of ideas, and we are unwavering in our support for the value of each member of our community.

Sincerely,

Richard Brodhead

President

Section 3

# Daily Encounters

10talising

# Inspirations

We are what we repeatedly do.

Excellence, then, is not an act, but a habit.

Section 1

# Subject Intro

# Clause

Made up of minimally 1 subject + predicate.

---

## Related Glossary Terms

Drag related terms here

---

## Index

Lexeme

Made up of minimally one morpheme.

---

**Related Glossary Terms**

Morpheme

---

**Index**

Find Term

# Morpheme

Smallest meaningful linguistic unit.

---

## Related Glossary Terms

Lexeme, Morphology

---

Index

# Morphology

Morphology examines the structure of lexemes while syntax examines the structure of phrases, clauses, and sentences.

---

## Related Glossary Terms

Morpheme

---

**Index**



Phrase

Made up of minimally one lexeme.

---

**Related Glossary Terms**

Drag related terms here

---

**Index**

Predicate

(everything in the sentence except for subject): says something about the subject.

---

**Related Glossary Terms**

Drag related terms here

---

**Index**

Proper nouns

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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**Related Glossary Terms**

Drag related terms here

---

**Index**

# Sentence

Made up of minimally one clause.

---

## Related Glossary Terms

Drag related terms here

---

## Index

Subject

(usually at or near the start of the sentence): mentions something.

---

**Related Glossary Terms**

Drag related terms here

---

**Index**