

Code	Example	Revision
VERBS		
Verb concord	This sequence <u>have</u> ...	This sequence <u>has</u> ...
Verb form		
Verb sequence	This <u>encouraged</u> some activities <u>expanded</u> <u>the objective of compensate</u> ...	This encouraged some activities <u>to expand</u> . <u>the objective of compensating</u>
Verb tense	From this we <u>could understand</u> the main idea that Exxon Mobil wanted to convey:	From this we <u>can understand</u> the main idea that Exxon Mobil wanted to convey:
Use the infinitive to express purpose	... which leads to a rigorous brand management <u>in way to create</u> a positive brand image in the consumer's mind.	... which leads to a rigorous brand management <u>in way to create</u> a positive brand image in the consumer's mind.
Embedded question	'Three economic issues' explains <u>how does the economy react</u> to rising oil prices ...	'Three economic issues' explains <u>how the economy reacts</u> to rising oil prices ...
NOUN GROUPS (NG)		
Structure		
<ul style="list-style-type: none"> • Check agreement: determiner – N • Check modification structure 	<ul style="list-style-type: none"> • <u>this companies</u> • <u>peoples transport needs</u> • hybrid's car sales • their <u>high</u> developed technologies 	<ul style="list-style-type: none"> • <u>this company</u> • <u>these companies</u> • <u>people's transport needs</u> • <u>hybrid car sales / sales of hybrid cars</u> • their <u>highly</u> developed technologies
New / General information:	<ul style="list-style-type: none"> • Exxon Mobil began to project a <u>image</u> of a modern company ... • All of them show <u>image</u> of pure nature. • <u>The oil</u> is a very important non-renewable resource. 	<ul style="list-style-type: none"> • Exxon Mobil began to project <u>an image</u> of a modern company • All of them show <u>images</u> of pure nature. • <u>Oil</u> is a very important non-renewable resource.
Given / Specific information:	<ul style="list-style-type: none"> • ... or even diving in <u>deep sea</u>. • The text explains <u>the problem</u> and its effects ... 	<ul style="list-style-type: none"> • ... or even diving in the <u>deep sea</u>. • The text explains <u>the problem of rising oil prices</u> and its effects
Reference	Society had to adapt to this important resource when <u>is</u> price went up. ... the company goes far away to bring new energy sources to <u>them</u> clients.	Society had to adapt to this important resource when <u>its</u> price went up. ... the company goes far away to bring new energy sources to <u>their</u> clients.
Defining relative clause: check construction – punctuation & relative pronoun	Questions such as the long payback of investment or uncertain trade-in value are financial questions, <u>that</u> discourage buyers from purchasing a hybrid.	Questions such as the long payback of investment or uncertain trade-in value are financial <u>questions that</u> discourage buyers from purchasing a hybrid.
Non-defining relative clause: check construction – punctuation & relative pronoun	There was a drawing with lab instruments, <u>that makes readers think that Shell is a dynamic company</u> .	There was a drawing with lab instruments, <u>which makes readers think that Shell is a dynamic company</u> .
	This scarcity also let to the encouragement of hybrids like [the] Toyota Prius or Honda Civic, <u>who</u> were more efficient for city driving.	This scarcity also let to the encouragement of hybrids like [the] Toyota Prius or Honda Civic, <u>which</u> were more efficient for city driving.

Code	Example	Revision
OTHER		
Parallel structure (and, or, but)	... despite being a company that is concerned about the environment <u>and are applying</u> their resources in the preservation of the same.	... despite being a company that is concerned about the environment <u>and are applying</u> their resources in the preservation of the same.
(Inappropriate) Word choice	... explaining how the company <u>pretended</u> to become greener.	... explaining how the company <u>intended</u> to become greener.
	In <u>resume</u> ,	In <u>short</u> ,
Spelling	<u>attention</u>	<u>attention</u>
Lexical + prep(osition)	The oil companies show <u>concern about</u> proximity with their customers.	The oil companies show <u>concern for</u> proximity with their customers.
Word order	an alternative that makes <u>possible/ the existence of oil</u> for many more years	an alternative that makes <u>the existence of oil possible</u> for many more years
	It is common <u>appear/ some windmills</u>	It is common <u>for some windmills to appear</u>
Comparative / superlative construction	<ul style="list-style-type: none"> • more cheap • they are not <u>so bad like</u> people think 	<ul style="list-style-type: none"> • cheaper • they are not <u>as bad as</u> people think
Punctuation	In one of these advertisements; there was a text about CO ₂ emissions.	In one of these advertisements, there was a text about CO ₂ emissions.