

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> which <u>may represents</u> ...	This encouraged some activities <u>to expand</u> . <u>the objective of compensating</u> ... which <u>may represent</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	To make the advertisements clearer and objective, the company began dividing them into two parts <u>for reflecting</u> better what the company needs to convey.	To make the advertisements clearer and objective, the company began dividing them into two parts <u>to reflect</u> better what the company needs to convey.
Embedded question	In this advertisement, the main elements are random people explaining in a simple way <u>what would be the benefits of a cleaner energy</u> .	In this advertisement, the main elements are random people explaining in a simple way <u>what the benefits of a cleaner energy would be</u> .
NOUN GROUPS (NG)		
Structure • Check agreement: determiner – N • Check modification structure	<ul style="list-style-type: none"> • <u>this companies</u> • <u>peoples transport needs</u> • <u>actions of Chevron</u> • their <u>high</u> developed technologies 	<ul style="list-style-type: none"> • <u>this company / these companies</u> • <u>people’s transport needs</u> • <u>Chevron’s actions</u> • their <u>highly</u> developed technologies
New / General information: • check determiner • check the noun	<ul style="list-style-type: none"> • Exxon Mobil began to project <u>a 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: • insert determiner • specify what	<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 <u>the 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	... meaning that the consumers can trust a powerful, living company, <u>that</u> has the strength to deal with changes.	... meaning that the consumers can trust a powerful, living company <u>that</u> has the strength to deal with changes.
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> .
	In one advert they show a picture of an old city, <u>that brings to mind the typical cities of Italy</u> in contrast with a very modern Formula 1 car.	In one advert they show a picture of an old city, <u>which brings to mind the typical cities of Italy</u> , in contrast with a very modern Formula 1 car.

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.
	They have scientists doing research to <u>optimize</u> the use of these natural resources <u>and providing</u> us with cleaner energy.	They have scientists doing research to <u>optimize</u> the use of these natural resources <u>and provide</u> us with cleaner energy.
(Inappropriate) Word choice	... explaining how the company <u>pretended</u> to become greener.	... explaining how the company <u>intended</u> to become greener.
	<u>In resume</u> ,	<u>In short</u> ,
Expression	Some years ago oil companies started to carry out a change in their advertising policy, with the objective of showing customers that they are aware of the environment. That change <u>is given</u> because nowadays people are more concerned about climate change.	Some years ago oil companies started to carry out a change in their advertising policy, with the objective of showing customers that they are aware of the environment. That change <u>came about</u> because nowadays people are more concerned about climate change. Or That change <u>was prompted by the fact that</u> nowadays people are more concerned about climate change.
Spelling	<u>attention</u>	<u>attention</u>
Lexical + prep(osition)	The oil companies show <u>concern about proximity</u> with their customers.	The oil companies show <u>concern for proximity</u> 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 ₁ there was a text about CO ₂ emissions.	In one of these advertisements ₁ there was a text about CO ₂ emissions.
	Shell is trying to project a responsible position with regard to their activity ₂ because their pollution can be used in other activities.	Shell is trying to project a responsible position with regard to their activity ₂ because their pollution can be used in other activities.
	Most of them had a common message ₂ that under tough conditions they struggled hard to find oil.	Most of them had a common message ₂ that under tough conditions they struggled hard to find oil.
	Following this campaign, they released two more adverts ₂ both share the same traces, in one of them we have a kid looking at the sky in a calm and peaceful location.	Following this campaign, they released two more adverts ₂ Both share the same traces. <u>In</u> one of them we have a kid looking at the sky in a calm and peaceful location.

		<p>Following this campaign, they released two more adverts, <u>and</u> both share the same traces. <u>In</u> one of them we have a kid looking at the sky in a calm and peaceful location</p>
<p>Break sentence here.</p>	<p>Exxon Mobil is trying to connect with people more,¹ Exxon Mobil is trying to show us that we need them in our lives.</p>	<p>Exxon Mobil is trying to connect with people more. Exxon Mobil is trying to show us that we need them in our lives.</p>