

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.

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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 ₁ because their pollution can be used in other activities.	Shell is trying to project a responsible position with regard to their activity ₁ because their pollution can be used in other activities.
	Most of them had a common message ₁ that under tough conditions they struggled hard to find oil.	Most of them had a common message ₁ that under tough conditions they struggled hard to find oil.

Code	Example	Revision
Punctuation (cont.)	Following this campaign, they released two more adverts, 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. <u>Both</u> share the same traces. <u>In</u> 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, <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
Break sentence here.	Exxon Mobil is trying to connect with people more, ¹ Exxon Mobil is trying to show us that we need them in our lives.	Exxon Mobil is trying to connect with people more. <u>They are</u> trying to show us that we need them in our lives.
COHERENCE		
Information flow / Thematic choice	What is more, other pictures show molecules, which we could see in the first campaign, but these ones are more real, greener, and they have something liquid inside. <u>It is a symbol of</u> even more serious research.	What is more, other pictures show molecules, which we could see in the first campaign, but these ones are more real, greener and they have something liquid inside. <u>They symbolise</u> even more serious research.
	It's a very positive campaign, showing they are committed to driving their company's energy to every single person, independently of their colour, age or job. <u>This is an advertisement campaign</u> more turned to people, <u>unlike the last one</u> .	It's a very positive campaign, showing they are committed to driving their company's energy to every single person, independently of their colour, age or job. <u>Unlike the last campaign, this one is</u> more turned to people,