

Code	Example	Revision
VERBS		
Verb concord	The job advertisement <u>mention</u> ...	The job advertisement <u>mentions</u> ...
Verb form	taached	taught
Verb sequence	This <u>has increase</u> my interest in ... I look forward <u>to receive</u> your reply.	This <u>has increased</u> my interest in ... I look forward to <u>receiving</u> your reply.
Verb tense	Over the five years that I have been at ISEG, I <u>was able to</u> develop my communicative skills.	Over the five years that I have been at ISEG, I <u>have developed</u> my communicative skills.
Use the infinitive to express purpose	I am writing you <u>with the purpose of applying</u> for the position ...	I am writing you <u>to apply</u> for the position ...
Embedded question	This has given me insight into <u>what are their needs</u> .	This has given me insight into <u>what their needs are</u> .
NOMINAL GROUPS (NG)		
Agreement: determiner – N	<u>This skills</u>	<u>This skill</u> <u>These skills</u>
Structure: check modification structure	different <u>time of meals</u>	different <u>meal times</u>
Presenting / General information: • check determiner • check the noun	<ul style="list-style-type: none"> I am in my final year of <u>economics degree</u> I believe that cultural awareness is a modern necessity particularly due to <u>the globalization</u>. 	<ul style="list-style-type: none"> I am in my final year of <u>an economics degree</u> I believe that cultural awareness is a modern necessity particularly due to <u>globalization</u>.
Presuming / Specific information: • insert/check determiner • specify what	<ul style="list-style-type: none"> I am writing to apply for <u>Project Accountant position for L'Oreal</u>. 	<ul style="list-style-type: none"> I am writing to apply for <u>the Project Accountant position for L'Oreal</u>.
Reference	Of particular note is my ability to organise events, <u>its</u> advertising and promotion.	Of particular note is my ability to organise events, <u>their</u> advertising and promotion.
Defining relative clause: check construction – punctuation & relative pronoun	The creation of a book retail company enabled me to develop my leadership skills and it increased my awareness of the dynamics of knowledge of the department , <u>that I was responsible for</u> .	The creation of a book retail company enabled me to develop my leadership skills and it increased my awareness of the dynamics of knowledge of the department <u>that I was responsible for</u> .
Non-defining relative clause: check construction – punctuation & relative pronoun	I have worked in non-governmental associations, <u>what</u> has been important in the development of my leadership skills.	I have worked in non-governmental associations, <u>which</u> has been important in the development of my leadership skills.

REGISTER		
(Inappropriate) Word choice	... we had so many projects with oral <u>expositions</u> we had so many projects with oral <u>presentations</u> .
Contraction	<u>I'm writing</u>	<u>I am writing</u>
(Inappropriate) Register conventions	<u>Looking</u> forward to hearing from you soon.	<u>I look</u> forward to hearing from you soon.
	I <u>come with this email</u> to apply for the position of Project Manager, ref 989903.	<u>I am writing</u> to apply for ...
	As a scout, <u>you are</u> constantly confronted with problems that must be efficiently resolved.	As a scout, <u>I was</u> constantly confronted with problems that had to be solved efficiently.
	I <u>want</u> to be able to work in a multicultural company ...	<u>I would like</u> to work in a multicultural company
Audience background knowledge (Insert information that the reader would need)	Tel. 213 922 701 ISEG	Tel. + <u>351</u> 213 922 701 Lisbon School of Economics and Management (ISEG), University of Lisbon, Portugal
OTHER		
Spelling	<u>responsible</u>	<u>responsible</u>
Lexical + prep(osition)	application <u>to</u> this job	application <u>for</u> this job
Comparative / Superlative form	my responsibility was to sell <u>many products as possible</u>	my responsibility was to sell <u>as many products as possible</u>
Punctuation	I'm sure that <u>i</u> will do a good job.	I'm sure that <u>I</u> will do a good job.
SENTENCE STRUCTURE		
Word order	I speak fluently English	I speak English fluently
Parallel structure (and, or, but)	The situation requires <u>thinking</u> about the questions <u>and find</u> suitable answers quickly.	The situation requires <u>thinking</u> about the questions <u>and finding</u> suitable answers quickly.
Run-on sentence	Besides my mother tongue, Portuguese, English language has been present in my life since my early years as well, I have the FCE and CAE, my degree is entirely taught in English by my own personal choice and I have done an exchange program this past semester in University of Birmingham, UK (awarded by The Times and The Sunday Times good University guide the University of the Year 2014).	Besides my mother tongue, Portuguese, English has been present in my life since my early years. I have the FCE and CAE, and my degree is entirely taught in English by my own personal choice. Furthermore , my interest in languages led me to participate in an exchange program this past semester; I studied at the University of Birmingham, UK.
	During the summer breaks from university and at least once a week I work in my father's company and I have to introduce data in the computer <u>while only having limited time to do it</u> , besides that I also have to attend the customers which gave me a good experience in dealing directly with the clients and also an easier feeling while working in high pressure or fast paced environments.	During the summer breaks from university and at least once a week I work in my father's company, introducing data in the computer. <u>Because this work must be done in a limited time</u> , I have learnt to work well in high pressure or fast paced environments. <u>In addition</u> , I attend customers, which has given me good experience in dealing directly with different kinds of clients.

NG STRUCTURE

Function	Deictic	Numerative	Epithet	Classifier	HEAD	Qualifier
Form	Determiner Possessive	Number/ quantifying expression	Adjective	Noun	NOUN	Prep. phrase Defining relative clause
Example	the	six	biggest	recruitment	<u>companies</u>	of the world

1. The Deictic situates the noun in relation to the speaker's expectations of the listener's knowledge. It can be singular, plural or \emptyset

an opportunity; **these** opportunities; \emptyset experience, \emptyset cultural differences; **my** sense of responsibility; **the** combination of my academic profile and my social skills
another reason; **other** reasons

When the possessor is animate (e.g. human) or the name of a country, town, organisation, or company, use 's

people's likes and dislikes; **IBM's** decision; **the firm's** marketing research

2. The Numerative can be a number or a quantifying expression

a lot of younger students; **the set of** skills

3. The Epithet describes or evaluates the Head Noun. It is usually an adjective.

Adjectives are never plural.

my **strong** academic background; several **different** people; **foreign** cultures;
an **interesting** job opportunity; **new** responsibilities; **multicultural** teams;

Epithets can be modified by adverbs.

an *incredibly* **strong** academic background; a *very* **interesting** job opportunity

4. The Classifier assigns the Head Noun to a class, i.e. what kind of thing is it?

The Classifier is often a noun, in which case it is singular.

the **energy** sector; **communication** skills; a **job** application; **job** opportunities;
a **flagship** store; **business** exposure;

exceptions: the *futures* stock market; a *telecommunications* satellite

5. The Qualifier comes after the Head Noun and provides further modification/specification. It can be composed of:

	preposition	nominal group
e.g.	in/for/of etc	new technologies

The preposition does not have to be 'of'

interest in financial markets; an opportunity for improvement;
application for the position of Business Development Executive
 an interest in travelling; a file on recruitment practices;

the first 11 pages of Google results; vice president of human resources; fear of public opinion

6. DEFINING RELATIVE CLAUSES distinguish between two groups: one with the characteristics and one without.

... the kind of person who could get the company into trouble in China. (as opposed to the people who would not get the company into trouble in China)

... something that might cause concern (as opposed to something that would not cause concern)

7. NON-DEFINING RELATIVE CLAUSES add extra information or interpret or comment on the previous information.

Even our company, which was set up to search for and destroy unwanted online information, wouldn't try to remove newspaper stories.

Privacy is the big Internet issue, which is why I'm in the business I'm in.

Rewrite the noun groups using a correct or more appropriate structure.

1. clients research requirements
2. a good entrepreneurs
3. an Portuguese course
4. the no existence of privacy
5. that kind of questions
6. my capacity of conviction

PRESENTING / GENERAL INFORMATION VS PRESUMING / SPECIFIC INFORMATION

NOUN			DETERMINER		
			a / an	Ø	the
N(countable)	<i>singular</i>	company	√	X	√
	<i>plural</i>	companies	x	√	√
N (uncountable)		employment	x	√	√
			PRESENTING / GENERAL INFORMATION		PRESUMING/SPECIFIC INFORMATION

e.g.

Presenting or general information is highlighted in **bold** and presuming or specific information is underlined.

The careerist: How to market yourself

Rhymer Rigby

We have long been told that we are the CEOs of our own careers. But many people still struggle with the marketing side of things. So how do you promote yourself without coming across as self-promoting?

Why do I need to promote myself?

"It's no longer enough to be good at your job," says Lesley Everett, founder of Walking Tall, **a personal branding consultancy**. "You need to promote yourself and take **an entrepreneurial approach** to your career – with your behaviour, attitude and visibility."

She argues that in many sectors and countries, **reticence** and **self-deprecation** have given way to **an altogether more proactive approach to self-promotion**. "**People** are very busy and love **clarity**," she says. "If you can tell them what you really bring to the table they'll thank you for it."

How do I get it right?

There are two essential ingredients. First is **authenticity**: your message needs to reflect the real you. "It's like **a signature dish**," says Jennifer Holloway, founder of executive coaching company Spark. "You need to look at the ingredients that make you different and combine them in the best possible way." Second, she says: "Blow your trumpet at **a volume** that suits you. You need to be comfortable with it."

Financial Times, 18 April 2010

Complete the rest of the article with *a*, *an*, *Ø*, or *the*.

1 ... gregarious people can often get away with being 2 ... bit over 3 ... top, but 4... others can struggle. "5... first time you try increasing 6... volume, you may feel uncomfortable, but if it suits you, you'll get used to it," she says. "One guy I work with won't even say he's 7... marketing director because he thinks 8... term 'director' is too showy. We've agreed he'll say he's 'responsible for 9...marketing' which is 10... step forward for him."

Do I give everyone 11... same message?

"Your message needs to be consistent, but it can be multilayered so you can tailor it to your audience," says Ms Everett. You should be showing 12... different facets of "Brand You" to 13 ... different people based on what they need.

Is it all about talking myself up?

Often, it is just about making yourself easy to remember – in 14 ... good way. It can be quite subtle – everything from your voicemail message (never say, "Sorry") to how you dress to not prefixing your suggestions with, "You'll probably hate this but . . .".

Putting yourself up as 15 ... spokesperson, learning to be 16 ... good public speaker, blogging and using 17 ... social media are all 18 ... good means of 19 ... self-promotion. Perhaps 20 ... best way, however, is to get 21 ... other people to talk you up. "Become 22 ... good networker," says Geraldine Gallacher of 23 ... Executive Coaching Consultancy. "24 ... more people you know, 25 ... more influence you have." And, she adds, "getting your clients to sing your praises for you" is 26 ... great way to reap 27 ... brownie points.

What about 28 ... cultural differences?

Broadly speaking, 29 ... Americans are much more forward about putting themselves forward than 30 ... Europeans and 31 ... Asians. But it is very contextual. "32 ... American approach in 33 ...Germany would be too much," says Ms Everett, "but in 34 ... US, it comes across as very positive."

Similarly, in 35 ...sales-based roles, 36 ... high degree of 37 ...self-promotion is often expected, but 38 ... same approach in 39 ...professional services might come across as rather strange.

The following sentences are either run-on or ungrammatical sentences or too long. Rewrite them, making any changes necessary to improve the structure and register.

1. I don't have any previous work experience but I believe that doesn't mean I'm not qualified to do the job, I strongly believe I can perform all the job tasks well.
2. Furthermore, the group projects in which I participated gave me a thorough understanding of how to work as a team player, being prepared to deal with numerous problems and work together as a team to find a solution for them.
3. Currently finishing a degree in Economics at the ISEG School of Economics and Management, in Lisbon, the oldest and one of the most prestigious faculties of Economics in Portugal, the study of curriculum units that were undoubtedly gains to perform a competently a possible future function in SW6, such as Industrial Economics, Communication and Negotiation and Management of Innovation for which I developed an innovation audit on one of the biggest Portuguese Renewable energy companies, Martifer Solar, giving me a thorough understanding of the energy sector and its market's dynamics.
4. While studying abroad in Lisbon for two semesters, this enabled me to get more special qualifications, especially in terms of Human Resource management and the Portuguese language, which are necessary for this work.
5. I've been a volunteer as a Tutor in a social institution, where I worked with underprivileged children, it gave me the chance to have contact with a new reality giving my help to these children, and also learn a lot with them.

Rewrite the following sentences, breaking them up and using the word given. Other changes may be made.

6. My planning became better, my organization skills improved and my communication skills grew and I have worked in non-governmental associations, which has been important in the development of my leadership skills.

In addition

7. Despite the problems, the objectives set were completed, and I learned much about recruitment, in theory and practice, and also learned about how to work with several different people in an environment of high pressure.

Moreover

8. My degree in management makes me a strong candidate for the position because I have developed my knowledge in human resources and strategy and I was able to learn how to analyse and do research because I had a lot of works during my course.

Furthermore