

Características de um texto mais impessoal

Não utilize contrações.

Evite utilizar a primeira pessoa como sujeito (I, we, our, etc) (a não ser que esteja a representar uma função institucional, e.g. numa carta). Evite também o uso da segunda pessoa (you).

Não utilize expressões informais, típicas do discurso oral.

Técnicas

1. Nominalisation

We analysed ... and we found ... » The analysis showed that
Some people believe that ... » There is a belief that

2. Passive voice

First we classified the advertisements into campaigns.
» First, the advertisements were classified into campaigns.

3. Impersonal constructions

Let's face it. The immigrants are not going to stop coming.
» It is clear that the immigrants are not going to stop coming.

We can see a shift from a more powerful and important company to a more socially responsible and caring one.

» There is a shift from a more powerful and important company ...

We associate the colour green with nature. » The colour green suggests nature.

4. Modal verbs

In conclusion, I think that Chocky's statement came a little early.
» In conclusion, Chocky's statement may have come a little early.

Making the subjective sound objective

Writing task

The following is a quote from *Chocky*, a novel by John Wyndham first published in 1968. In the novel an intelligent being from another planet is given the task of investigating Earth to see if it would be a suitable planet to colonise. This is what he says about it.

Everything you are, and have, you owe to the radiations from your sun. ... Recently you have learnt to exploit the stored-up energy of your sun – for that is what all your fuels are – and you call that progress. It is not progress. ... You are squandering your sources of power. And they are your capital: when they are spent you will be back where you were before you found them. This is not progress, it is profligacy.

To what extent is Chocky's analysis valid? Discuss with reference to the articles we have read and the work we have done in class.

Tipo do texto:

Estrutura do texto:

Linguagem:

everyday <—————> technical/specialist
informal/subjective <—————> formal/objective
concrete <—————> abstract

Rhetorical structure

Texto do aluno

First of all, I think that it's extremely difficult to discuss this subject, since it almost requires a philosophical approach, for lack of a better term, so I decided to share a personal view on the topic.	Introduction - Preview of approach
As long as I can remember, I've been asked, in school, to share my opinion toward the management of natural resources. Sometimes I wonder if we have all the information necessary to develop such opinions, even when we are supposed to make a simple analysis. What I can say is that with all the information that's stored in my brain and based on my beliefs,	
I don't think that the people responsible for managing natural resources are doing such a good job,	Claim 1
so	(conjunction)
you could say that I agree with Chocky's analysis.	Thesis
I like to believe that people, after many years, are finally acknowledging the mistakes they've committed and are trying to change,	Evidence for claim 2
So	(conjunction)
this can only demonstrate the growing awareness of the need to explore and manage natural resources in a more viable way.	Claim 2
The text "Oil prices lift demand for hybrids" is related with this idea since it depicts how society is adapting to the changes in oil markets and trying to use less gas and more electricity, which is a "greener" way of transportation.	Evidence for claim 2

Texto revisito

Chocky's view that mankind is wasting his reserves of fuel is almost as valid today as when the novel was published in 1968.	Thesis
The management of natural resources is a complex task but it is not always carried out efficiently by those in charge of it.	Claim 1
Nevertheless,	(conjunction)
people may now finally be acknowledging the mistakes they have committed and be trying to change.	Claim 2
This growing awareness of the need to explore and manage natural resources in a more viable way is reflected in the text "Oil prices lift demand for hybrids", which describes how society is adapting to the changes in oil markets and trying to use less gas and more electricity. There is evidence that more people are prepared to pay a premium for a "greener" form of transportation.	Evidence for claim 2

Information development: Thematic development

First of all, I	think that it's extremely difficult to discuss this subject,
since it	almost requires a philosophical approach, for lack of a better term,
so I	decided to share a personal view on the topic.
As long as I	can remember,
I	've been asked, in school, to share my opinion toward the management of natural resources.
Sometimes I	wonder if we have all the information necessary to develop such opinions,
even when we	are supposed to make a simple analysis.
What I can say	is that with all the information that's stored in my brain and based on my beliefs,
I	don't think that the people responsible for managing natural resources are doing such a good job,
so you	could say that I agree with Chocky's analysis.
I	like to believe that people, after many years, are finally acknowledging the mistakes they've committed and are trying to change,
so this	can only demonstrate the growing awareness of the need to explore and manage natural resources in a more viable way.
The text "Oil prices lift demand for hybrids"	is related with this idea
since it	depicts how society is adapting to the changes in oil markets and trying to use less gas and more electricity,
which	is a "greener" way of transportation.

Thematic choices are overtly personal and the reasoning relies on more concrete conjunctions: 'so' and 'since'. The argument is downgraded to projected clauses.

Chocky's view that mankind is wasting his reserves of fuel	is almost as valid today as when the novel was published in 1968.
The management of natural resources	is a complex task,
but it	is not always carried out efficiently by those in charge of it.
Nevertheless, people	may now finally be acknowledging the mistakes they have committed and be trying to change.
This growing awareness of the need to explore and manage natural resources in a more viable way	is reflected in the text "Oil prices lift demand for hybrids",
which	describes how society is adapting to the changes in oil markets and trying to use less gas and more electricity.
There	is evidence that more people are prepared to pay a premium for a "greener" form of transportation.

Thematic choices are more abstract (complex noun groups). The reasoning develops through and is signalled by more abstract conjunctions (but, nevertheless).

Register: subjective ↔ objective

Lexico-grammatical selections

	First of all, I think that it's extremely difficult to discuss this subject, since it almost requires a philosophical approach, for lack of a better term, so I decided to share a personal view on the topic.
	As long as I can remember, I've been asked, in school, to share my opinion toward the management of natural resources.
Idea 1	Sometimes I wonder if we have all the information necessary to develop such opinions, even when we are supposed to make a simple analysis.
	What I can say is that with all the information that's stored in my brain and based on my beliefs,
Idea 2	I don't think that
Idea 3	the people responsible for managing natural resources are doing such a good job,
Idea 4	so you could say that
Idea 5	I agree with
Idea 6	Chocky's analysis.
Idea 7	I like to believe that
Idea 8	people, after many years, are finally acknowledging the mistakes they've committed and are trying to change,
	So
	this can only demonstrate the growing awareness of the need to explore and manage natural resources in a more viable way. The text "Oil prices lift demand for hybrids" is related with this idea since it depicts how society is adapting to the changes in oil markets and trying to use less gas and more electricity, which is a "greener" way of transportation.

Idea 6	Chocky's view that mankind is wasting his reserves of fuel	Chocky's analysis.
Idea 5...	is	I agree with
Idea 4	almost	so you could say that
...idea 5	as valid today as when the novel was published in 1968.	I agree with
Idea 1	The management of natural resources is a complex task,	Sometimes I wonder if we have all the information necessary to develop such opinions, even when we are supposed to make a simple analysis.
	but	
Idea 3...	it is	that the people responsible for managing natural resources are
Idea 2	not always	I don't think that
...idea 3	carried out efficiently by those in charge of it.	doing such a good job,

	Nevertheless,	
Idea 8...	people	people,
Idea 6	may	I like to believe that
...idea 8	now finally be acknowledging the mistakes they have committed and be trying to change.	after many years, are finally acknowledging the mistakes they've committed and are trying to change,
	This growing awareness of the need to explore and manage natural resources in a more viable way is reflected in the text "Oil prices lift demand for hybrids", which describes how society is adapting to the changes in oil markets and trying to use less gas and more electricity. There is evidence that more people are prepared to pay a premium for a "greener" form of transportation.	so this can only demonstrate the growing awareness of the need to explore and manage natural resources in a more viable way. The text "Oil prices lift demand for hybrids" is related with this idea since it depicts how society is adapting to the changes in oil markets and trying to use less gas and more electricity, which is a "greener" way of transportation.

Interpersonal marks of opinion such as 'I think, I believe' are reformulated as modal verbs (e.g. may, might) and adverbs (e.g. almost, always).

Exercise 1

Use the prompt to rewrite each sentence, making it sound more objective.

e.g. On a first approach we might be misled and not understand the real message with this ad.

At first glance the ad's message *can be misleading*.

1. Basically, you take some mortgages of different people to form a bigger "mortgage", with a value of 50 million dollars, which they call a Mortgage-backed Security.
A mortgage-backed security ...
2. I think that managers have a tendency to exaggerate when they organize too many events in the name of team building.
Team-building ...
3. After the first ad, we can observe a change in the company's marketing strategy.
After the first ad, ...
4. When you're working in a team, you're learning and producing more.
Teamwork ...
5. As we can see in the figure, sales declined to 180,000 in December 2012.
The figure ...
6. In 1973 we have a significant change in the price equal to \$8 that made the price be \$28 per barrel.
In 1973 the price per barrel ...
7. We understand by the background full of equations that we are trying to find new solutions.
The background full of equations ...
8. In another advert of the same campaign, we can notice a slight difference.
Another advert of the same campaign ...

Exercise 2

Rewrite the section italics so that it is a more informative nominal group that composes Theme. Use the techniques of nominalisation or generalising.

e.g. The second campaign is composed of a series of ads that show us circles that are connected with lines. In each circle there is a picture or phrase, and the pictures are taken as if we were the ones who took them. These circles bring to mind the thought bubbles in comics, and they represent our thoughts. The circles and how they are connected [also] remind us of a molecule. *This suggests that Exxon Mobil is a company that is customer-focussed and focussed on research.*

The association between the viewers, their concerns and scientific elements suggests that Exxon Mobil is both customer-focussed and focussed on research.

1. This campaign depicts people from different races, *which suggests that Chevron cares about everyone all over the world.*
2. The ad shows maps, pictures, diagrams, note paper, pens, graphs and many other things. *This represents the practical research of a hard-working and committed company.*
3. A group of employees is shown. They look really serious and well-dressed. *This projects the hard-working image of the company.*
4. *When we look at the data in the chart and the chronological order of events, we see clearly that the constant conflicts between countries for whatever reason affect everyone.* (Hint: nominalise the verb 'correlate')
5. Our development has been based on oil. Furthermore, *the world population is rapidly increasing, which has raised our need for this resource.*
6. I disagree with Chocky's analysis that we will be back where we were before we found these sources. Today, there are huge investments in R&D for clean and renewable energy. *We can see that in electric cars, wind energy, solar energy and many other areas.*

Exercise 3

Rewrite each text making it sound more objective and less informal.

a.

The case I'm analysing is Chevron's. We were given two advertising campaigns, one from 2007 and another one from 2010, and even without a deep analysis of the content, we can witness a change in the focus of the company.

In the 2007 campaign, Chevron presents us with an advertisement whose only focus is simply to sell their product. They show us an image of a city seen from below and centred, transmitting the idea that the city is bigger than all of us, but we, as individuals, are the city itself, and that's where they come in, powering the city, selling their product, plain and simple.

...

After these analyses, we can definitely notice a change in the company's focus and message that they want to deliver from 2007 to 2010. From the first to the second campaign, given the lawsuit they were facing at the time for unethical measures in the business, I would say they go from a "straight to the point" approach, to a way more ethical approach, transmitting that they are there not only there to provide for us, but to care about us at the same time.

To sum up, they want to show us that they are an ethical company and care about the world, not only their own profit, as we can witness through the change in focus in their advertising campaigns.

b.

Nowadays, innovations are everywhere. We can find them in IT industry, marketing ones, logistic ones and even in services. Thanks to these innovations, we can observe incredible changes in the entire world. Let us concentrate on IT and marketing caused by IT workers and improvements.

To describe how the IT industry works we have to take a closer look at the information. We can find this information in Figure 1. It shows global unit shipments for iPods, iPhones and iPads during the first 6 quarters after the launch. In the graph we can observe completely different, but growth for all devices. The fastest growth occurs in the case of the iPad. The improvements are quite high after 2 quarters. Shipments by iPod have no significant movement. In the case of the iPhone, the global shipments are close to 5 thousand units during the 3rd, 4th and 5th quarters, before climbing to 10 thousand in the last quarter.

It is hard to say what caused the different unit shipments. If we can observe lasting growth, we can also suppose that the quantity is going to grow in the future. That means that from the beginning of use of these devices, people communicate with the world and get incredible quantities of information. Nowadays, the information sent via the Internet occurs in each part of the world. This is just the tip of the iceberg for possibilities given to industries, such as marketing and advertising. We can say that the aim of companies is not to have the highest amount of viewers in general, but rather the most concentrated public which belongs to their target market.