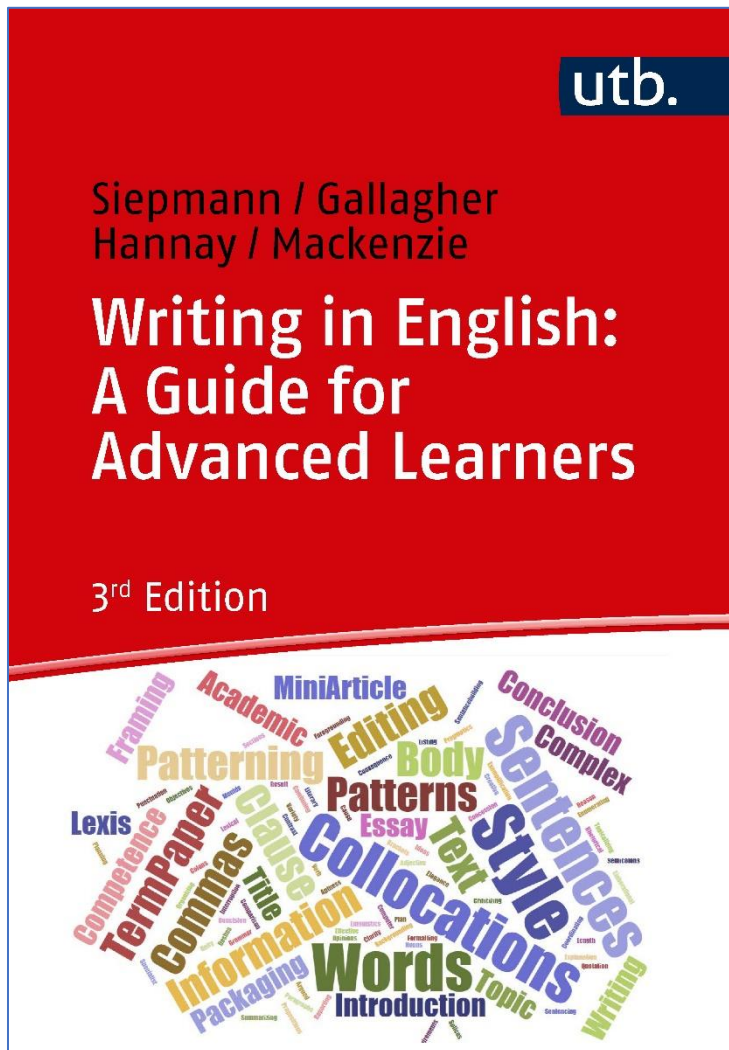


## Bonus-Material

Dirk Siepmann, John D. Gallagher, Mike Hannay, Lachlan Mackenzie



# Writing in English: A Guide for Advanced Learners

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## Exercises on all four modules

You should only tackle these exercises after carefully working through the entire book and the separate exercises for each module.

### 1. How would you correct the following extracts from texts written by native speakers of German?

a) (context: term paper on improving writing skills)

Concerning the techniques for gathering the material, there are three possibilities. The first one is the visualization of the content where the pupils just reflect the topics they have already treated. The second one is the brainstorming that is about spontaneous utterances concerning the topic. And the last one is the structured gathering of information that is already a leading to the outlined text. The teacher passes a writing framework and then associative words are collected. Not only the provision of contents, but also their ordering further to the collection of ideas is a problem for learners. So, during the process orientated writing practise, exercises like graphs of association and tables are ideal for this purpose. Even if gathered contents are already divided into certain parts of aspects, the logical succession of the thoughts is not at all guaranteed yet. That is why there are several possibilities to train the text coherence. One can, for example, give the learners writing tasks without the beginning or the end of the sentences. Then the learners may learn how to recognize and keep the text coherence. In class, possible continuations may be acquired. The demand on the learners grows with the sentences that only consist of an end.

b) (context: research article on economics)

More recent studies apply matching methods with difference-in-difference or parametric models (see Hübler 1998, Fitzenberger/Prey 1998, Hujer/Wellner 2000, Lechner 1998, Bergemann et al. 2000). Simulation studies using different methods show that matching and the difference-in-difference method yield best results with regard to removing observable and unobservable heterogeneity (Hujer/Calindo/Radić 2001). The most recent studies based on matching methods tend to result in negative or insignificant effects of further training programmes.

However, the literature rarely analyses whether the effect of participation in a programme is influenced by individual characteristics, economic environment or the organisational design of training measures. Therefore, the aim of this paper is to evaluate the employment effects of further training programmes for Saxony between 1990 and 2001 for different subgroups representing individual characteristics as well as some aspects of the economic environment.

c) (context: research article on economics)

The rapid growth of cell phone ownership has opened up a new arena for word-of-mouth (WOM) communication – mobile viral marketing. *Mobile viral marketing* is defined as a concept for distribution or communication that relies on consumers to transmit mobile viral content via mobile communication techniques and mobile devices to other potential consumers in their social sphere and to animate these contacts to also transmit the content. *Mobile viral content* comprises mobile services or ads. In epidemiology, a vector is an organism that does not cause disease itself but which spreads infection by conveying pathogens from one host to another. Translating this idea into mobile viral marketing a *mobile vector* carries the mobile viral content, e.g. a text message. Individuals transmitting mobile viral content are termed *communicators* whereas individuals receiving such content are termed *recipients*. Note, in this paper we concentrate on unsolicited referrals, i.e., they are sent to recipients who are not looking for mobile viral content, and hence who are not a priori willing to pay attention to them.

As stated by several studies, mobile viral marketing helps to expand significantly the number of recipients, increases the impact of marketing communication at low company expense, and reduces the distribution expenses at mobile business-to-business customer services. Although there is some evidence on the usefulness of mobile viral marketing from marketers' perspective, little is known about the motivations, attitudes, and behaviors of consumers engaged in this marketing instrument. Thus, a greater understanding of the contexts in which viral strategies work is necessary. Only by this understanding can marketers hope to tap effectively into the rich vein of communication and

advocacy. Therefore, the overall goal of this paper is to provide a better understanding of determinants of mobile viral effects. (...)

In a first step, [36] explored determinants influencing the decision to forward mobile viral content, but neglected other aspects of mobile viral processes like the decision to open mobile vectors and complying with recommendations. This contribution significantly extends our prior results and focuses on the whole mobile viral marketing process. Towards a grounded theory our primary contribution is a theoretical framework that illustrates the motivations, attitudes, and behaviors of communicators and recipients of mobile viral content.

The rest of the paper is organized as follows. Section 2 specifies the details of the grounded theory study. In section 3, we present and discuss our results. In Section 4, we provide implications for practice and offer suggestions for future research. Finally, in Section 5, we conclude our results.

d) (context: introduction to a research article on history)

In summer 1945 post war Europe looked into an abyss: The large scale crimes of the Third Reich had of course already been roughly anticipated during the war, but the true dimensions of the Holocaust and German war crimes had only entered the public conscience after Nazi rule had been put to an end. During the Nuremberg Trials, the victorious allies tried to point out the major war criminals and make them accountable for what they had done. The Wehrmacht, however, was not – like the SS and the Gestapo – labeled as “criminal organization”.

This doesn't mean that the Judges in Nuremberg considered the Wehrmacht to be innocent of the atrocities put on trial. The Wehrmacht's highest representatives still alive – Chief of the Wehrmacht High Command [Oberkommando der Wehrmacht] Wilhelm Keitel, and the Chief of the Armed Forces Operations Staff [Wehrmachtführungsstab] Alfred Jodl, after all were sentenced to death. In the public opinion at least in Western Germany, though, the remaining picture was a different one: The German Wehrmacht had fought brave and chivalrously. The average soldier was a victim of Hitler's megalomaniac dreams of living space in the East and the domination of the German master race and used as cannon fodder.