

## WRITING SKILLS – KEY ISSUES

- **ADJECTIVES** (position, gender and number: “others people”; “many newspapers important”)
- **WORD ORDER** (SVO: “Is necessary a cure”; “is important to be friends”)
- **FALSE FRIENDS** (actually, eventually...)
- **INVENTIONS** (“Comparated”, “bag of study”; “producted”, “descripted”, “comparation”)
- **USE OF TENSES** (“is not ended”, “are arrived”)
- **ORTHOGRAPHY** (months: january, february... years: in the 1984, nationality: german, italian; other: indipendence)
- **Lexical Choice**
- **Confusing word classes** (e.g. dead, died)
- **Acronyms** (e.g. EU/ UE, ONU/UN)
- **Spelling** (e.g. Bruxelles Brussels, Whashington)
- **Translation of toponyms** (L’Aia / The Hague)
- **Collocations** (This depends from/on me??; The reason of/for?? To do/make business; to do/make a deal??; Make/do money; make/do promise??; Take/make a decision?? To do/make mistakes?)
- **CONCORDANCES** (e.g. he cry, much persons, America and his partners)
- **COHERENCE** (active/passive; past/present; plural/singular)
- **ORTHOGRAPHY** (e.g. wich, whit, whome)
- **IRREGULAR / REGULAR VERBS** (e.g. drived, gived, lead-leaded)

## Some rules towards better writing skills

- **ARTICLES: SINGULAR** Always put an article (the-a) with singular COUNTABLE NOUNS same as we do in Italian
- Ex: a boy, the chair, the scholarship, the man, a student, the environment....
- **ARTICLES: SINGULAR UNCOUNTABLE** (time, money, food, choice, globalization) no article when considered in a general way, with a general meaning:
- Ex: MONEY IS INDISPENSABLE; TIME IS MONEY; I NEED FOOD TO SURVIVE
- But.... The money you gave me yesterday is not enough. I like the food they serve in that restaurant. They think with pleasure about the time they spent with us in California
- **PLURAL COUNTABLE NOUNS:**
- NO article when considered in a general way, with a general meaning
- Ex. This article is about brands. Brands are considered as a very important asset... . Students don’t like studying. Professors tend to be strict.

- But.... The students in our class are very nice. I don't like the professors who always tell me what to do. The brands sold in that shop are outdated
- Plurals in -y: companys-companies
- **CONCORDANCES:**
- This article speak; brands and its power; This brands; New consumers is;
- The article continue; Positives and negatives aspects of brands; Brands wasn't built; They was different;
- SPELLING: RAPPRESENT; SIMBOL; BY-BUY- STORY-HISTORY; OBTEIN
- **WORD CLASSES:**
- This article talks about brands and their powerful. Brands are important for the company successful. It compares the brands' past with the actually.
- Principle v principal
- **VERB TENSES:**
- The role of brands is changed; companies are changed, production systems are transformed ...
- Verbs as subject: At the beginning building a brand was easier
- **WORD ORDER:**
- **SVO** – A big importance have also logo and slogo
- **INFINITIVE OF PURPOSE:**
- This article speaks about marketing brands (???) in the global economy and the tactics for convince consumers
- **PERSONAL PRONOUNS; RELATIVE PRONOUNS (THEY/THEM, WHO/WHICH/THAT)**

**What is this article about? Check for specific vocabulary and mistakes**

### 1. A matter of choice

The article speaks, tells ... - is about, highlights, observes, focuses on ...

This article is written by John Kenneth **which speak** of the past company and the future company **in USA**

**Burocratic, an hierarchical** bureaucratic, hierarchical

**this** these companies, **companys**

this **choise** choice choose

three ways to **look the** modern company

There are three types of school **for divide** types of corporations. (...) **for survive the** companies must change **for have** more flexibility. They must adapt **themselves for** survive.

It **focus** on

As the article **sayd**

**In the time,** in the years

THE ARTICLE ARGUES OF THE MODE AS THE OLD COMPANY CHANGES FOR ADAPTED HIS WORK OF THE NEWS TECHNOLOGIES

This article argued that how the companies to adapt in the environment, how the old companies modified they are product. their

During the 1967 – during the 1960s / in 1967

Actual companies

The organisation's companies

At the first time companies produced with economies of scales

Shareholders have more choice about how to put their money

In the story ...

The company for look the future must to focus ....

The New Industrial State argued the USA to manage a handful of a big companies who the economy in the name of stability -> that a handful of big cs controlled the US economy in the name of stability

The US's giant corporations been transformed by global competition

This article study old and new ways of organisation in bigs firms

Consumers have big chois where spend theyr money

In the futer will survive only small companies

There are three ways of thought

The ways of survive of the companies

Through modern flexible production sistem based on lowering of the costs and the increase of the choice