Today’s session:

- 7 deadly sins of expression (more actually!)
- Form follows function: how your expression can (and should) change as the writing’s purpose changes
- Special focus: writing up data analysis
Deadly Sin #1: misuse & abuse of apostrophes

Apostrophes have two functions:

1. To indicate possession (Vietnam’s coastline)
2. To indicate missing letters in a contraction (UNESCO isn’t able to examine)
3. *Sometimes* they are used to indicate atypical plurals (1’s and 2’s; do’s and do not’s)
4. They are NOT used to represent decades: 2000s unless the decade owns something!
Examples of use, misuse and abuse

- Regional difference’s and local challenges’ have made it difficult in the 2000s’ to progress.

- The Coastal Institute’s brief is to…….

- The surveys results clearly suggested…. 

- In the late 1990’s, more and more, gas exploration..

- It isn't possible to address all of societies’ concerns…

- It’s purpose is to highlight specific needs…. 

- Its the goal of the Ministry to achieve a GDP…. 
Deadly Sin #2: use, misuse and abuse of the semi-colon (;)
Semi-colons have only two roles:

1. To separate two independent clauses in the same sentence:
   Ecotourism has received much attention in the literature; controversies over its nature and approach are still going on in the global debate. Dozens, probably hundreds, of definitions of ecotourism have been discussed; however, up to now this has resulted in no agreement.

1. To separate multi-item phrases in a list:
   SPH focuses on children’s, teens and women’s publications; lifestyle, health and wellbeing guides as well as lighter, more romantic fiction.
Deadly Sin #3: The humble comma

Often treated as an “anywhere will do” element of punctuation, commas should be used at specific times:

1. To separate transitions and modifying phrases from the main clauses in sentences:
   Overall, it is a pleasing trend.
   Even though there is some dispute, it is obvious…

2. To separate adverbs at the head of sentences from the body of the sentence:
   Fortunately, it can be recognized that ……
   During the 2000’s, global temperatures rose steadily….
   In 2009 10% of the developing world’s population were said to be at direct risk from the effects of climate change.

3. Separate relative clauses (who, which, that) from the subject, which the clause is relating information to…unless the clause is restrictive

4. The disaster that occurred in the Gulf of Mexico was widely believed to have been avoidable if proper environmental…
Deadly Sin #4 & #5: comma splice and fused sentences errors

A *comma splice* error occurs when a comma INSTEAD OF A SEMI-COLON is used to separate independent clauses in a sentence:

- The Mekong River Delta supports a wide range of wild marine life, stocks of these animals and fish have been depleted over the last 50 years.

A *fused sentence* error occurs when two independent clause are adjacent in a sentence without appropriate punctuation:

- The importance of environmental regulation has long been recognized in Vietnam efforts to enforce these regulations, however, have not always met with widespread success.
Deadly Sin #7: a menagerie of ‘stylistics’…

- Phrasal verbs (get up, move over, think about, go into)
- Excessively long sentences
- Subject/verb agreement
- Fragments of sentences
- Interrupting logical elements in sentences: subject/verb; verb/direct object; preposition and indirect objects; verb forms

There is consequently a large opening…..

The market, according to research, is still there for hard copy

- Excessive use of nominalizations (+ment, +ion, +ation, +ence; +ing)
- like: such as, is similar to
- a lot of (many, numerous)
Introductions: scope, aims, definitions, structure

WRITING STYLE FEATURES:

- More direct, shorter sentences; simpler diction.
- Factual sentences: more S V O sentences.
- Minimum of modification (adverbs/adjectives)
- Little requirement for rhetorical devices

This report aims to explore the preferences of readers in relation to hard-copy and electronic versions of text. It will confront their influences in reading patterns and reasoning behind their preferences. Monash University Professional Writing students were surveyed on their preferences between electronic and hard-copy reading materials. They were questioned in relation to cost and availability.

- Discussion: mix of active & passive sentences?
- Absence of linking words?
1. Introduction

The 4800 km long Mekong River is the longest river in Southeast Asia and it drains an area of 0.795 $\times$ 10^6 km^2 (Gagliano and McIntire, 1968). The river discharge into the Mekong River delta (MRD; Fig. 1a) varies seasonally between typically 2100 m^3 s^-1 in April (the low-flow season) and 40,000 m^3 s^-1 in September (the high-flow season; see Fig. 1; Wolanski et al., 1996, 1998). The river discharges annually about 5 $\times$ 10^11 m^3 of water into the MRD, of which 85% occurs in the wet season and 15% in the dry season. The sediment discharge is about 1.6 $\times$ 10^8 t year^-1, i.e. about the same as that of the Mississippi, it is 85% that of the Yangtze River and it is 12% larger than that of the Amazon (Syvitski et al., 2005). The MRD is located
The project addressed the issue of El Niño and La Niña impacts on Southeast Asia. It consisted of two components, one of which will be on-going at no cost after the project funding period. First, a workshop was held in February 2000. It examined the impact of the El Niño/La Niña phenomenon on Southeast Asia focusing on the neglected region of Cambodia, Laos and Vietnam. It adopted an interdisciplinary perspective and paid particular attention to social and economic consequences, policy lessons, and implications regarding the longer-term impact of global environmental change. Second, an information project directed towards scientists and policymakers will build on the results of the workshop by promoting further research and policy development. This projected workshop aims to ensure an effective regional response to El Niño and La Niña.
Background: history, literature review, main issues,

WRITING STYLE FEATURES:
- Mixture of style depending on approach (more ‘sober’, more rhetorical, for example)
- In LR, more linking words and/or signposting; boosters and attitude markers more apparent; modality/hedging

In terms of education, significantly, it has been suggested that online learning is not a comprehensive learning tool, and needs to be combined with print to develop a wide range of cognitive skills (Greenfield, 2009). Remarkably, this approach is favourable to the operations of MU, whose resources are and should continue to be available in both print and online format, as discussed later in this report.

- Longer sentences, more engaging style…warmer tone.
While there is a growing body of case studies on the observed effects of climate change on the distribution and production of individual fisheries (e.g. Lehodey et al. 2006; Drinkwater 2005; Kell et al. 2005; Brander 2007), it is difficult to estimate or predict the broader or aggregate effects of climate change at national and regional scales (Brander 2007). Additionally, little attention has been given to the consequences of changing fisheries ecosystems on people, particularly so for the millions of small-scale fisherfolk (fishers, fish processors, traders and ancillary workers) in the developing world who are among the most vulnerable to climate change (Sadovy 2005; McClanahan et al. 2008). Yet, informed predictions at these scales are urgently needed, because most policy responses relating to planned climate change adaptation and fisheries management are or will be implemented at national levels (Adger et al. 2005a),
Methodology: description and evaluation of methods

WRITING FEATURES:

- Very flat, almost “boring” style of writing
- Most short descriptive/factual sentences, shorn of any embellishment; great use of passive voice
- Evaluation of +/- of different methods can use contrasters (however, yet) and transitions of consequence (thus, hence)
- Some careful use of boosters (clearly, indeed, in fact)

The majority of the data used in this report was obtained via an anonymous online survey circulated amongst Monash University Students. The data was collected and subsequently organized into tables and charts for analysis. Data from a previous study conducted by Peterson et al. (2009) on a similar topic was also used. This data has been re-tabled or presented as a chart for the purposes of this report.
The hydraulic model HydroGis developed at the Ministry of Natural Resource and Environment of Vietnam was used. This model couples a numerical free-surface flow model and GIS tools (Nguyen et al., 2000, 2002, Nguyen and Tran, 2003; Le et al., 2005). The hydrodynamic model includes a 1-D model with the fully non-linear Saint-Venant equations for river flows, a 2-D model without inertial terms in the momentum equations for floodplain cells, and the infrastructures are modeled with the energy equations for weir flows. The grid is shown in Fig. 1. The model runs with a time step of 15 min.
Data: (1) presentation, (2) analysis, (3) findings

WRITING FEATURES: Each aspect of the data section requires a slightly different style:

1. Presentation: factual/descriptive, inclusion of statistics:
   The observed and predicted time series of water level for the year 2000 flood at stations located along the main channels as well as in the delta itself in the Dong Thap Muoi and Long Xuyen quadrants, show good agreement (Fig. 2). A similar good agreement was found for the years 2001 and 2002 floods (not shown).

2. Analysis: more linkage and use of “There are…”; “It is…) forms

3. Findings: more discursive, longer and more diverse sentences; introduction of the conditional:
   The resultant increase in demand for water may, from a climatic perspective, be maladaptive in that it is likely to increase Vietnam’s vulnerability to climatically induced future changes in water supply.
In such a global context, Vietnam has much potential to become one of the best ecotourism destinations in South-East Asia. Most importantly, it has an almost undisturbed natural resource base (Rakthammachat, 1993; Elliot, 1997). Thus, as the absence of distinctly recognisable characteristics of the destination is a major obstacle to tourism development in Vietnam (Travel and Tourism Intelligence, 1997), ecotourism provides a good chance for the country to build a unique image in the region. Also, as the Vietnamese government is making its best attempt to attract investment, ecotourism is a good product to promote.
There is emerging evidence from Brazil, Vietnam and the small island developing nations that, contrary to received wisdom, new migrants to frontier areas build up knowledge of the local environments and promote sustainable utilization of resources (Connell and Conway, 2000; Adger et al., 2002; Muchagata and Brown, 2000). Migration would appear to be a feasible climate adaptation strategy in particular circumstances.

This implies that migration may be a limited option in many parts of the world; thus other means of supporting adaptive capacity and enhancing resilience are required. These may build on existing coping strategies or may attempt to introduce innovation in terms of technology or institutional development. These new adaptation innovations are the current focus on some of the most recent international developments in climate change policy.