

Creating credibility at the word level

Words to use	Words to avoid
Concrete, specific	abstract (<i>resource, aspect, item, facility</i>)
Concise, economical	verbose (<i>scintillate, scintillate, globule vivific</i>) redundant (<i>recur again, cooperate together</i>)
Clear	ambiguous (<i>as/since, and/or</i>)
Current	archaic (<i>we deem it advisable, we hereby acknowledge, amongst, whilst, perusal</i>)
Formal	abbreviations (<i>eg, etc, ie, viz</i>) colloquialisms (<i>a stint with, in the throes of</i>) contractions (<i>I'd, it's, we'd, you'll, don't</i>)
Dictionary	coined words (<i>crowdsourcing, criticality, biosimilar, relatable</i>)
	initialisms and COIK acronyms (<i>clear only if known to the reader</i>)
Original	buzz expressions/clichés (<i>synergy, ballpark figure, gameplan, revenue driven, going forward, at the end of the day</i>)
Simple	pompous (<i>Sedulously eschew all polysyllabic profundity.</i>) esoteric (<i>quotidian</i>)
Appropriate jargon	unnecessary/unfamiliar jargon (<i>to the arboreal primates</i>)
Consistent terminology	'thesaurus syndrome' (<i>firm, company, organisation, corporation; program, project, job, assignment</i>)
Authoritative	apologetic (<i>due to time constraints</i>) equivocal (<i>tends to stem from</i>) defensive (<i>After reading this report, I hope you find it satisfactory</i>)
Sincere	presumptuous (<i>I presume you will do me the courtesy of a reply.</i>)
Measured	hyperbolic (<i>Those statistics have been around for decades.</i>)
Impartial	biased (<i>Obviously, we prefer to use our own experts.</i>) polemic (<i>Everyone should be able to read statistics.</i>)
Positive	negative (<i>bar, fail, decline, reject, exclude</i>)
Correct	incorrect spelling, confusable words (<i>affect/effect; lead/led; principal/principle, stationary/stationery</i>)
Familiar	foreign (<i>modus operandi, quid pro quo, fait accompli, chutzpah</i>)
Inclusive (<i>Every employee enjoys their time off.</i> <i>All employees enjoy their time off.</i>)	discriminatory (<i>the generic 'he' or 'she'</i>) (<i>Every employee enjoys his time off. Every employee enjoys her time off.</i>)
	weasel ('crutch') words (<i>absolutely, actually, apparently, as it were, basically, certainly, clearly, definitely, essentially, frankly, fundamentally, generally, highly, literally, merely, naturally, obviously, quite, really, simply, to be honest, very, virtually, with all due respect</i>)

Week 2 Tables

The parts of speech in traditional grammar

Part of Speech	Definition	Example (italicised)
Noun	a naming word	<i>a chance</i>
Pronoun	a noun substitute	<i>their</i> last chance
Verb	a doing or being word	they <i>lost</i> the chance
Adjective	a word describing nouns or pronouns	<i>fat</i> chance
Adverb	a word describing adjectives, verbs, or other adverbs	a <i>very</i> slim chance she danced <i>divinely</i>
Article	definite = ' <i>the</i> ' indefinite = ' <i>a</i> ' & ' <i>an</i> '	<i>a</i> good chance
Conjunction	a joining word	a slim chance <i>and</i> a fat chance
Preposition	a word that positions	<i>at</i> the dance
Interjection	an exclamation	<i>Wow!</i> What a dance!

coordinating conjunctions: FANBOYS:
For, And, Nor, But, Or, Yet, So

Subjects, predicates, objects The subject names. The predicate tells.

Subject	Predicate
Sherlock Holmes	waited.
<i>subject</i>	<i>verb</i>

Subject	Predicate		
John	gave	the cake	to her.
<i>subject</i>	<i>verb</i>	<i>direct object</i>	<i>indirect object</i>

Conjugate the verb 'to be' in the present and past tense

		singular		plural	
1 st	present	I	am	We	are
	past		was		were
2 nd	present	You	are	You	are
	past		were		were
3 rd	present	He/She/It	is	They	are
	past		was		were

Classes of words

Form-class words	Structure-class words
Nouns	Determiners
Verbs	Pronouns
Adjectives	Conjunctions
Adverbs	Prepositions

Main groups of determiners

Articles	a/an, the
Demonstratives	this, that, these, those
Possessives	my, our, your, his, her, its, their
Indefinites	some, any, no, every, other, another, many, more, most, enough, few, less, much, either, neither, several, all, both, each
Cardinal numbers	one, two, three, four
Ordinal numbers	first, second, third, . . . last
Quantifiers	twice, triple, half

The material in these two tables is from a book based in linguistic theory published by Pearson called *Analyzing English Grammar* 7th ed., written by Thomas Klammer, Muriel Schulz, and Anna Della Volpe.

Week 3 Tables

Tense

Simple: for recurring action

Tense	Active Voice 3 rd person, singular & plural	Passive Voice
(Simple) Present	keeps, keep	is kept
(Simple) Past	kept	was kept
(Simple) Future	will keep	will be kept

Continuous (Progressive): for ongoing action at a precise moment

Tense	Active Voice 3 rd person, singular & plural	Passive Voice
Present continuous	is keeping, are keeping	is being kept
Past continuous	was keeping, were keeping	was being kept
Future continuous	will be keeping	will be kept

Perfect: for completed past action leading to present events

Tense	Active Voice 3 rd person, singular & plural	Passive Voice
Present perfect	have kept, has kept	have been kept, has been kept
Past perfect (pluperfect)	had kept	had been kept
Future perfect	will have kept	will have been kept

Perfect Continuous: for action that has been or had been or will have been going on, until now or then, but ends or has ended, or will end

Tense	Active Voice 3 rd person, singular & plural	Passive Voice
Present perfect continuous	have been keeping, has been keeping	have been being kept, has been being kept
Past perfect continuous	had been keeping	had been being kept
Future perfect continuous	will have been keeping	will have been being kept

Voice - Active and passive

active	Subject	Verb	Object
	The client	rejected	the proposal (direct object).
	doer/actor/agent	action	receiver

passive	Subject	Verb	Object
	The proposal	was rejected	by the client (indirect object).
	The proposal	was rejected.	the proposal (direct object).
	receiver	action	doer/actor/agent

Week 4 Tables

Pronouns in English

	Person	Subjective case (SUBJECT) or subject complement after the verb 'to be'	Objective case (OBJECT)	Possessive case (denotes ownership)
Singular	1 st	I	me	my, mine
	2 nd	you	you	your, yours
	3 rd	he, she, it	him, her, it	his, her, hers, its
Plural	1 st	we	us	our, ours
	2 nd	you	you	your, yours
	3 rd	they	them	their, theirs

NB: no pronoun has an apostrophe

Types of Pronouns

Types of Pronouns	Definition	Examples
demonstrative	points to	this, that, these, those, such
interrogative	poses questions	Who? Whom? Which? What? Whose? Where?
relative	joins an antecedent to a modifying clause	who, whoever, whom, whomever, whose, which, that, what
indefinite	refers to no one or no thing in particular	whoever, everyone, everybody , everything , someone, somebody , something , anyone, anybody, anything, another, enough, less, little, all, any, much more, most, both, few, many, several, no one, nobody, nothing, none, one, each, either, neither, none
reflexive	used when the subject of the verb is also its object	myself, yourself, himself, herself, itself, ourselves, yourselves, themselves
intensive	provides emphasis	myself, yourself, himself, herself, itself, ourselves, yourselves, themselves
distributive	refers to persons or things one at a time	each, either, neither
expletive	used to introduce a sentence, without adding meaning to a sentence	it

Each of the students studies hard.

Week 5 Tables

Adjectives: Regular Degrees of Comparison

Positive	Comparative	Superlative
happy	happier	happiest
cold	colder	coldest
hard	harder	hardest
thankful	more thankful	most thankful
intelligent	more intelligent	most intelligent
little (size)	littler	littlest
far (place)	farther	farthest
late (time)	later	latest

Adjectives: Irregular Degrees of Comparison

Positive	Comparative	Superlative
good	better	best
bad	worse	worst
much/many/more	more	most
little (size)	less	least
far (time or place)	further	furthest

The Royal Order of Adjectives

1. Observation (opinion)	lovely, boring, stimulating
2. Size	tiny, small, huge
3. Shape	round, square, rectangular
4. Age	young, new, ancient
5. Colour	purple, blue, green
6. Origin	Japanese, Mexican, Antipodean
7. Material	oak, copper, silk
8. Qualifier	unlikely, improbable

Examples of the Royal Order of Adjectives

Determiner	Observation	Size	Shape	Age	Colour	Origin	Material	Qualifier	Noun
An	expensive			old				umbrella	stand
Her			long		black		silk		gown
Our	unexpected							doubtful	result
Twelve			round		green				apples
Those	cute	little					porcelain		teacups
That				new		Italian			vase

Week 6 Tables

Adverbs: Degrees of Comparison

Positive	Comparative	Superlative
badly	worse	worst
well	better	best
soon	sooner	soonest
carefully	more carefully	most carefully
early	earlier	earliest

The Royal Order of Adverbs

1. Manner	slightly, furiously, quietly
2. Place	here, there, everywhere, sideways
3. Frequency	frequently, often, constantly
4. Time	yesterday, later, again, soon
5. Purpose	to stay healthy

NB: Adverbs of purpose usually take the form of an adverbial phrase.

Examples of the Royal Order of Adverbs

Verb	Manner	Place	Frequency	Time	Purpose
Victor runs			twice per day		to stay fit.
The fox trots	quickly	through the wood.			
I sleep		in my room		until noon.	
Grandma shops			once a week		to buy eggs.
Wolves prowl	silently			after sundown.	
I meditate	blissfully	in my garden	every afternoon	at 4pm	to find inner peace.

Conjunctions

comma cut, not join

	Definition	Examples	Example Sentence
Coordinating	connect independent clauses	FANBOYS for, and, nor, but, or, yet, so	Alfred is very bright, but he doesn't concentrate.
Subordinating	introduce a dependent clause and establish the relationship between a main and an independent clause	after, although, as, as if, as long as, as though, because, before, if, if only, once, since, so that, than, that, though, unless, until, when, whenever, where, whereas, wherefore, wherever	He waited outside until the show was over.
Correlative	always exist in pairs and join parts of sentences that are grammatically equal	as ... as, both ... and, but ... also, either ... or, neither ... nor, not only ... but also, whether ... or	This is as good as it gets.

Week 7 Tables

Transitional Expressions

Contrast and qualification	on the contrary, in contrast, however, yet, nevertheless, that said
Continuity	besides, also, in addition, moreover, indeed, likewise, furthermore
Cause and effect	therefore, as a result, thus, consequently
Exemplification	for example, for instance, consider that, in fact
Summation	in conclusion, clearly, finally, in short

PREPOSITIONS

Relationship	Example
Time	At, for, throughout, until, since
Place	At, on, in, around, upon
Exception	But for, except, besides
Addition	Too, also, plus, as well as
Comparison or contrast	Than, like, unlike, between
Cause or effect	Because, thus, therefore, on account of
Concession	Despite, notwithstanding
Condition	If, provided that, so long as
Opposition	As opposed to, instead of, despite
Possession	Of, without
Movement	To, from, towards, out of

Week 8 Tables

Punctuation Categories and Uses

Stoppers	full stop or period, comma
Linkers	semicolon, colon, dash
Intruders	comma pair, dash pair , bracket pair
Intoners	exclamation and question marks

Punctuation	Use	Example
Full Stop (period)	signifies the end of a sentence	No iron can strike the heart with as much force as a period in exactly the right place.
	used with certain abbreviations	e.g. or N.B.
Comma	used after an introductory sentence element	However hard I try, I still can't get everything right.
	used to prevent over-reading	The trip had been fun, for her frame of mind was always good heading off for a holiday.
	used to separate main clauses	The steering was stiff, but the car cruised like a dream.
	used to substitute for the word 'and'	the shiny, silver coin
	sets off non-essential information	Our car, a red sedan, won.
	separates three items in a series (Oxford/Harvard/Serial Comma)	Jane bought books, coffee, and milk.
Comma Pair	used in place of parentheses	I would have ordered calamari, so long as it was fresh, but it wasn't on the menu.
Semicolon	separates closely related independent clauses	Please put it in the trash can; that's good news for everyone.
	separates items in a list in which at least one item has internal punctuation upgraded comma	Remember to check your grammar , especially agreement of subjects and verbs; your spelling , especially tricky words like 'liaison'; and your punctuation , especially your use of the apostrophe.
Colon	introduces a list	Only two things in life really matter: dark chocolate and light chocolate.
	introduces a quotation	Pancho Villa allegedly said: 'Don't let it end like this, tell them I said something'.
Dash	em dash (—) gathers up the subject or object of a sentence when either consists of a long list	Mild sweetness, creamy centre, made in Belgium—my criteria for confectionery are steep.
	en dash (-) used in spans of figures and expressions relating to time and distance	1950-2015 em dash, w/o spaces on either side
Dash Pair	used in place of parentheses	We knew that we—even with our training— were no match for them.
Round Brackets (parentheses)	used to insert information into a sentence	Seven sailors (of Madagascan origin) were hired for the voyage.
Square Brackets	used to add information to quoted language	They went from there to Magdalen college [at Oxford University].

The en dash is approximately the length of the letter N, and the em dash the length of the letter M.

Punctuation	Use	Example
Exclamation Mark	used for interjections in informal writing	Get out of here!
Question Mark	follows a question	Can you bake cakes?
Apostrophes	used to form contractions	you're and they're
	used to form the possessive	the book's cover
Hyphens	used in compound expressions	a man-eating crocodile
Quotation Marks	used for parts of a whole text	Chapter two is called 'To Business'.
	used to indicate dialogue	'Is he still there?', asked Jane.
Slash	used to indicate a choice between words	the Oxford/Harvard/serial comma
Ellipsis	used to indicate a pause	He wasn't...was he?
	used to indicate a trailing off	I was going to...never mind.

The ellipsis is used to indicate an omission.
When removing a sentence from a quote, an ellipsis takes the place of that sentence.