

ACADEMIC SKILLS COURSE, DXJ AKD2, lesson 7, 11 March 2016

A. SUMMARISING

Task 1: Study the stages of summary below, which have been mixed up. Put them in the correct order (1-5).

- a) Write the summary from your notes, reorganising the structure if needed.
- b) Make notes of the key points, paraphrasing where possible.
- c) Read the original text carefully and check any new or difficult vocabulary.
- d) Mark the key points by underlining or highlighting.
- e) Check the summary to ensure it is accurate and nothing important has been changed or lost.

Task 2: Read the following text and the summaries that follow. Rate them from 1 (best) to 3.

DISRUPTIVE TECHNOLOGY

This phrase was first used by Joseph Bower and Clayton Christensen, of the Harvard Business School, in 1995. They employed it to describe a new technology that appeals to a minority section of the market, but a large enough minority to allow the technology to take root and develop. Companies that continue to use the older technology run the risk of being left behind if they do not adopt the innovation at the right moment. A clear example in the mid-1990s was the digital camera. The first models had lower picture quality than film cameras and were expensive. But their important advantages were the ability of the photographer to see the results immediately, and being able to download the images to a computer for storage, printing or emailing. Since then, digital cameras have completely transformed the industry. The business of making film has almost vanished, and the vast majority of cameras sold are now digital.

- (a) Disruptive technology, according to two researchers from the Harvard Business School, is a new invention that attracts enough buyers to become established in the market, and then to improve and grow. For example, the first digital cameras, launched in the mid-1990s, took poor quality pictures and were costly, but had some important benefits. Today, they dominate the market, and the older type of camera that uses film is now less popular.
- (b) Bower and Christensen introduced the term 'disruptive technology' in 1995, to characterise a new technology that sold well enough to enter the market, and could then be developed further. The digital camera, for instance, was originally expensive and had low picture quality. However, it had certain advantages that quickly allowed it to virtually replace traditional film cameras.
- (c) Digital cameras are a good example of a disruptive technology, a term used by Bower and Christensen of Harvard Business School in 1995 to describe a new technology that initially wins enough market share to survive and develop. These cameras at first produced inferior pictures, but had the advantages of showing the photo instantly, and allowing the user to download the image. In a few years, they became dominant in the camera market, while traditional film cameras were almost redundant.

Task 3: Read the following text and underline the key points.

WEALTH AND FERTILITY

For most of the past century, an inverse correlation between human fertility and economic development has been found. This means that as a country got richer, the average number of children born to each woman got smaller. While in the poorest countries women often have eight children, the rate fell as low as 1.3 in some European countries such as Italy, which is below the replacement rate. Such a low rate has two likely negative consequences: the population will fall in the long-term, and a growing number of old people will have to be supported by a shrinking number of young. But a recent study by researchers from Pennsylvania University suggests that this pattern may be changing. They related countries' fertility rates to their human development index (HDI), a figure with a maximum value of 1.0, which assesses life expectancy, average income and education level. Over 20 countries now have an HDI of more than 0.9, and in a majority of these the fertility rate has started to increase, and in some is approaching two children per woman. Although there are exceptions such as Japan, it appears that ever higher levels of wealth and education eventually translate into a desire for more children.

Task 4: Complete the notes of the key points below:

1. Falling levels of fertility have generally been found

_____.

2. In some, number of children born

_____.

3. Two results: smaller populations and

_____.

4. Recent research claims that

_____.

5. Comparison of HDI (human development:

_____)

With fertility found that in most highly rated (+0.9) countries ,

_____.

Task 5: Join the notes together and expand them to make the final summary.

Task 6: Summarise the summary in no more than 20 words.

Task 7: Summarise the text in about 50 words.

THE LAST WORD IN LAVATORIES?

Toto is a leading Japanese manufacturer of bathroom ceramic ware, with annual worldwide sales of around \$5 bn. One of its best-selling ranges is the Washlet lavatory, priced at up to \$5,000 and used in most Japanese homes. This has features such as a heated seat, and can play a range of sounds. This type of toilet is successful in its home market since many flats are small and crowded, and bathrooms provide valued privacy. Now Toto hopes to increase its sales in Europe and America, where it faces a variety of difficulties. European countries tend to have their own rules about lavatory design, so that different models have to be made for each market. Although Toto claims that its Washlet design uses less water than the average model, one factor which may restrict its penetration into Europe is its need for an electrical socket for installation, as these are prohibited in bathrooms by most European building regulations.

B. PARAPHRASING

Task 1: Read the text below and then evaluate the three paraphrases 1 (best), giving reasons.

THE CAUSES OF THE INDUSTRIAL REVOLUTION

Allen (2009) argues that the best explanation for the British location of the industrial revolution is found by studying demand factors. By the early eighteenth century high wages and cheap energy were both features of the British economy. Consequently, the mechanisation of industry through such inventions as the steam engine and mechanical spinning was profitable because employers were able to economise on labour by spending on coal. At that time, no other country had this particular combination of expensive labour and abundant fuel.

- (a) A focus on demand may help to explain the UK origin of the Industrial Revolution. At that time, workers' pay was high, but energy from coal was inexpensive. This encouraged the development of mechanical inventions based on steam power, which enabled bosses to save money by mechanising production (Allen, 2009).
- (b) The reason why Britain was the birthplace of the Industrial Revolution can be understood by analysing demand in the early 1700s, according to Allen (2009). He maintains that, uniquely, Britain had the critical combination of cheap energy from coal and high labour costs. This encouraged the adoption of steam power to mechanise production, thus saving on wages and increasing profitability.
- (c) Allen (2009) claims that the clearest explanation for the UK location of the Industrial Revolution is seen by examining demand factors. By the eighteenth century, cheap energy and high wages were both aspects of the British economy. As a result, the mechanisation of industry through inventions such as the steam engine and mechanical spinning was profitable because employers were able to save money on labour by spending on coal. At that time, Britain was the only country with significant deposits of coal.

Task 2: Read the following text.

GREEN DREAMS?

It is often argued that governments can create employment and reduce carbon emissions by investing in renewable energy projects. These so-called 'green jobs' have the appeal of also helping to combat global warming while reducing a country's dependence on imported fuels. An American think-tank has calculated that the spending of \$100 billion by the US government would result in the creation of two million jobs. A number of countries such as Germany, Spain and Indonesia have spent heavily on subsidising low-carbon technology.

However, critics of these schemes claim that the results are not as beneficial as they seem. Firstly, if the money was spent on other projects such as road building, jobs would also be created. Secondly, higher government borrowing to pay for the investment has to be financed by the taxpayer, and it may eventually affect the cost of borrowing for all businesses. In addition, subsidising relatively inefficient energy sources such as solar and wind power will raise the price of electricity for consumers.

A study in Spain looked at the cost of subsidising renewable energy over 25 years. The estimated expenditure of €29 billion will provide 50,000 jobs, but they will have cost €570,000 each to create. If, however, the government had allowed private industry to spend the same amount, it would have created 113,000 posts; more than twice as many. So it can be argued that the Spanish scheme will have actually destroyed over 50,000 jobs. Although these figures ignore both the environmental benefits and advantages for Spain of reducing demand for imported fossil fuels, it is clear that such green schemes do not automatically bring benefits to all.

1. Find synonyms for the words underlined. Rewrite the sentences using these.

It is often argued that governments can create employment and reduce carbon emissions by investing in renewable energy projects. These so-called 'green jobs' have the appeal of also helping to combat global warming while reducing a country's dependence on imported fuels.

2. Change the word class of the underlined words. Rewrite the sentences using the changes.

However, critics of these schemes claim that the results are not as beneficial as they seem. Firstly, if the money was spent on other projects such as road building, jobs would also be created.

3. Change the word order of these sentences, rewriting the paragraph so the meaning stays the same.

Secondly, higher government borrowing to pay for the investment has to be financed by the taxpayer, and it may eventually affect the cost of borrowing for all businesses. In addition, subsidising relatively inefficient energy sources such as solar and wind power will raise the price of electricity for consumers.

4. Combine all three techniques to paraphrase the next paragraph.

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Task 3: Write at least one synonym for each of the words / phrases in bold.

1. Last century this procedure was **considered to be** the most ...
 2. Previous work has **only focused on** addressing the symptoms rather than the cause.
 3. Concerns have **arisen** which question the validity of ...
 4. This paper **outlines** a new approach to ...
 5. The aim of our work was to **further** current knowledge of ...
 6. Vitous [2015] has **provided** a new definition, in which ...
 7. A growing body of literature has **examined** [Ref].
 8. An increase in the number of cases was first **noted** by ...
 9. Experiments with this system were **conducted** in 2009 by a group of researchers from ...
 10. He **claims** that ...
-
1. This has many **uses** in the field of ...
 2. A major **defect** of this procedure is ...
 3. In this **report** we ...
 4. A recent review of the literature on this **topic** [2012] found that ...
 5. Southern's group [5] calls into question some past **assumptions** about this procedure.
 6. The method is essentially the same as that used by Kirk [2009] with some **changes**.
 7. This component is fully compliant with international **norms**.
 8. The software **application** used to analyze the data was SoftGather (Softsift plc, London).
 9. The main **criteria** for selecting the samples was not mentioned at all.
 10. In all cases **patients'** consent was obtained.

Task 4: Rewrite these sentences by putting the part in bold at the beginning of the sentence. Make any changes that you feel are necessary.

1. There are several categories of race and ethnicity. **These include Hispanic, American Indian and Filipino.**
2. There are three categories of **rendering techniques**. These are A, B, and C.
3. Someone who spends their day thinking about existential problems is called **a philosopher.**
4. Someone who spends their day thinking about **existential problems** is called a philosopher.
5. The usual length of **the rod** is two meters.
6. The usual length of the rod is **two meters.**
7. The disease may be caused by **water pollution, contaminants in food etc.**
8. The categorisation combines **the ideas from previous taxonomies.**
9. It is still not fully understood **how the brain works.**
10. A courier delivered **the package.**