



Handout 1

WRITTEN PARAGRAPHS

Paragraph 1

Yan also noted a difference between first- and second-language writing styles. On the one hand, he described Chinese as reader responsible, a style in which “you don't have to explain your ideas in a strictly defined logical way. You have to infer that the audience knows what you mean, so you don't have to state it clearly.” On the other hand, he explained that “Chinese is very flexible and not easy to organise because there are so many kinds of expressions with the same meaning, and it's hard for the writer to decide which one is the right on.”

Paragraph 2

The dynamics of marketing interchange and interactions between companies and consumers are far different today than they were 20, or even 10, years ago. Today, consumers actively influence brand messages and meaning, consumer opinions help dictate product and service assortment, mobile devices represent communication lifelines, and online ‘chatter’ serves as a crystal ball that helps companies determine future product or service initiatives.

Paragraph 3

A time-lapse photo every half second is good for blanket photo coverage through an entire run or session. But sometimes even a half-second interval doesn't capture the exact frame you want. Looking through a half-second photo stream, you'll inevitably find those moments where the camera almost captured the perfect shot. Even with video, when looking frame by frame, you will always spot that one frame that makes you say to yourself, “If only THAT were a photo!”. Burst Photo Mode was designed just for this kind of situation. Burst captures 3D full resolution photos per second. Burst also features settings for capturing 3D photos over 2 or 3 seconds, giving a little bit of margin for error when pressing the shutter

button as you leap off a cliff or attempt to photograph your friends' incredible feat ... or folly.

Paragraph 4

Despite the best intentions of managers, communication can have unintended consequences. When I worked in a large manufacturing company with offices in many geographical locations, I discovered that the best information that employees got was from rumours rather than corporate newsletters. It wasn't that managers didn't want to tell people about what was going on. It was just that lots of them didn't know how to communicate in words that employees could understand. They also used long-winded newsletters which looked very boring so people didn't bother to read them. Therefore, employees often got the wrong end of the stick and complained that managers didn't really tell them anything useful. So, according to my experience, managers could do with a bit of training in communication.

Paragraph 5

Although I would always have my issues with *China Daily*, I eventually began to appreciate the unique experience for what it was and to enjoy myself. And I still hoped that I could, in some small way, change the paper for the better, to make it somehow more palatable, to blur the line between propaganda and journalism until a reader might barely know the difference.

Paragraph 6

The work of van Gennep (1960) provides a useful theoretical framework in which to understand the transition experience of international students. Transition, or shift from membership of one group or community to another, is pervasive in human groups and societies. According to van Gennep (1960: 2–3), the life of an individual in any society consists of 'a series of passages from one age to another and from one occupation to another'. Such movements are accompanied by special acts, ceremonial patterns or rites. Because of the importance of transitions in the social world, van Gennep proposes a conceptual framework to account for these rites of passage. He distinguishes three types or categories in his conceptual framework: preliminal rites or rites of separation (that is, separation from a previous group or world), liminal rites or rites of transition (that is, transition to membership of a new group or world) and postliminal rites or rites of incorporation (that is, incorporation into the new group or world). He argues that the significance and elaboration of the three types vary with social groups and specific situations.

Paragraph 7

Although the Chinese media as a whole enjoys limited autonomy, some media organisations have more bargaining power with the Party-state and thus enjoy more autonomy than others. The level of bargaining power, and hence autonomy, is related to the level of trust that media organisations get from the Party-state. In other words, how much bargaining power a media outlet has depends on the nature of a media outlet. The nature of a media outlet refers to its relation with the CCP and the government – political capital. Political capital could be in the form of its status or personal connections.

Paragraph 8

A person's reputation is one of the most important things he possesses and it deserves protecting. The key to building a good name is to be consistent. You will not win the favour of the public or the people around you overnight. In fact, it will take many years of efforts before you establish your proper place in society. Once you have earned a good name, be careful to maintain it through civility, integrity and humility.