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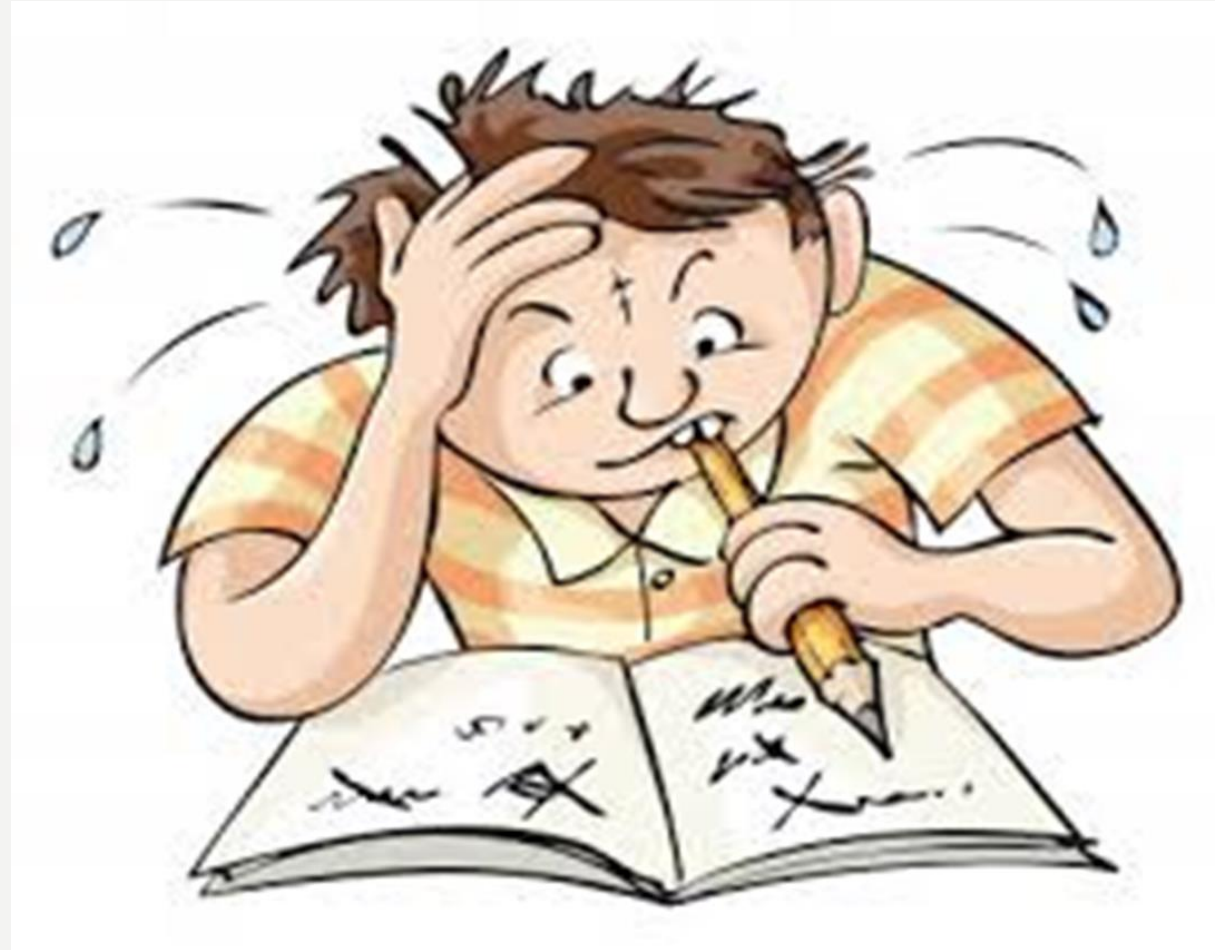
COMMUNICATIVE ASPECTS OF READER-BASED WRITING



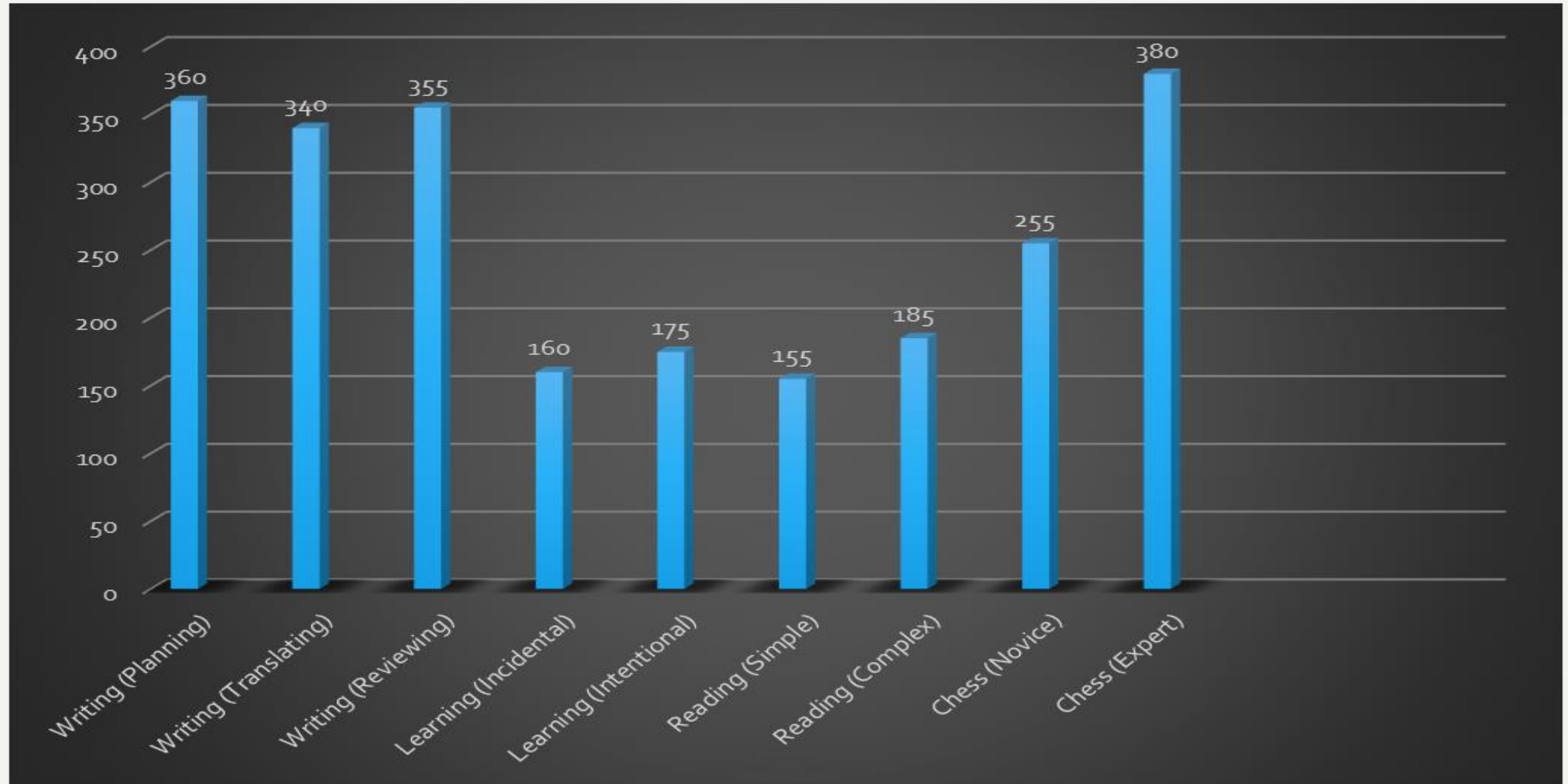
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HOW DO WE FEEL WHEN WE SIT DOWN TO WRITE?



**COGNITIVE EFFORT FOR WRITING AND OTHER COGNITIVE OPERATIONS AS INDEXED BY INTERFERENCE WITH SECONDARY-TASK REACTION TIME IN MILLISECONDS.
(KELLOG 1994: 17)**



*“What is written without effort is, in general,
read without pleasure”*

SOME CHARACTERISTICS OF WRITING...

- An activity of writing is:
 - - isolated/lonely **but** of dialogue form (in 5/6 purposes),
 - - complex **but** rewarding (personal accomplishment, personal journey of discovery),
 - - personal **but** public (personal ideas/thoughts but for someone else to read)
 - - reflection of ACADEMIC LITERACY (a requirement in academia)
- Therefore, mastery of written expression is a prerequisite acknowledged both by the individual himself/herself and by the academic community!

ORAL COMMUNICATION VS. WRITTEN COMMUNICATION

ORAL COMMUNICATION	WRITTEN COMMUNICATION
STRUCTURE: <ul style="list-style-type: none">- fragmented	STRUCTURE: <ul style="list-style-type: none">- Integrated, strong structural form
FORM: <ul style="list-style-type: none">- Verbal and nonverbal (paralinguistic code)	FORM: <ul style="list-style-type: none">- Verbal, visual
IMPLICIT CHARACTER: <ul style="list-style-type: none">- informal utterance, mostly incomplete	EXPLICIT CHARACTER: <ul style="list-style-type: none">- formal utterance, complete
COMMUNICATIVE ELEMENTS: <ul style="list-style-type: none">- communication is accomplished through language resources, but with elements of cooperation and negotiation between the speakers- Successful communication is dependent on both speakers	COMMUNICATIVE ELEMENTS: <ul style="list-style-type: none">- Communication is accomplished through linguistic resources (coherence, cohesion, metadiscourse markers), as well as the visuals (diagrams, pictures, tables...)- Successful communication depends mostly on the writer.
TEMPORAL AND SPACIAL FRAME: <ul style="list-style-type: none">- attachment, closeness	TEMPORAL AND SPACIAL FRAME: <ul style="list-style-type: none">- detachment, isolated/lonely activity

WRITTEN COMMUNICATION

STRUCTURE:

- Integrated, strong structural form

- MAKE A SOLID WRITING PLAN (brainstorm) and stick to the **MAIN TOPIC!!!**

FORM:

- Verbal, visual

- Communicate with the reader by **USING LANGUAGE EFFECTIVELY** and by **USING VISUAL REPRESENTATION OF IDEAS** (graphs, tables, charts...)!

EXPLICIT CHARACTER:

- formal utterance, complete

- Use **FORMAL ACADEMIC STYLE** of writing and make your sentences complete (CLAIM + EXPLANATION/EXAMPLE).

COMMUNICATIVE ELEMENTS:

- Communication is accomplished through linguistic resources (**coherence, cohesion**, metadiscourse markers), as well as the visuals (diagrams, pictures, tables...)
- Successful communication depends mostly on the writer.

- **GUIDE YOUR READERS!!!**
- **Connect** the ideas in the text (on micro and macro level)
- YOU ARE **RESPONSIBLE** FOR YOUR WRITING!!

TEMPORAL AND SPACIAL FRAME:

- detachment, isolated/lonely activity

- **Always think about you reader:** *Is this clear enough? Can I say it more precisely? Should I use examples? Is the table well organized?*

- *'It is this ability to anticipate the audience and shape a message appropriately in the absence of a conversation partner that distinguishes expert from inexperienced writers.'*

Sarah Cushing Weigle (2002:18)



COHERENCE IN WRITING

- Coherence relates to the familiar FRAME OF REFERENCE (Widdowson 2007: 50-51)

A text is not coherent if the frame of reference keeps shifting (changing idea focus)!

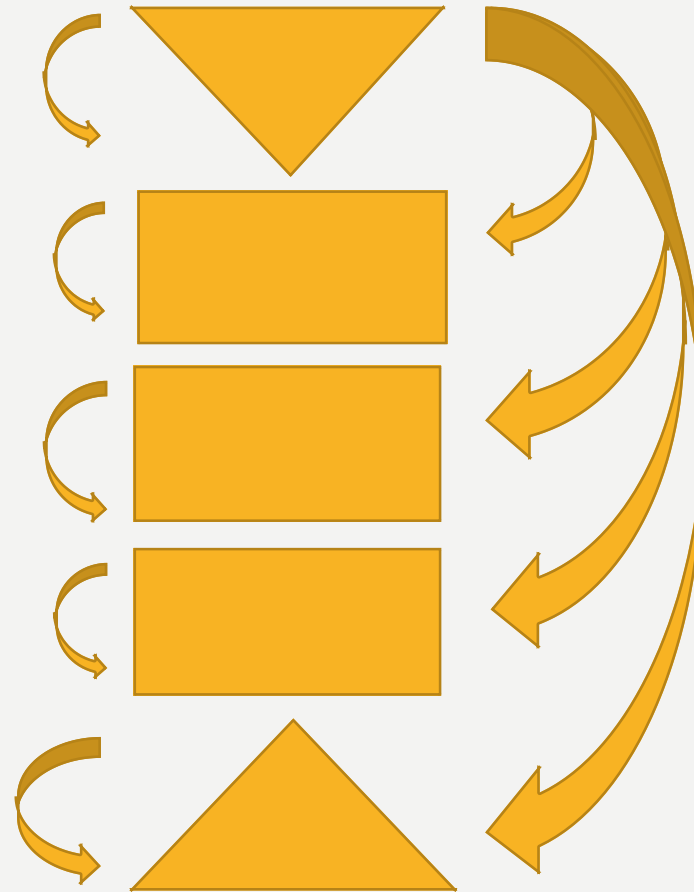
Sample text:

We spent our holiday in Romania. This is a country where grapes are grown. They are a kind of fruit. So are bananas. Fruit contains vitamins, and these are essential for a healthy life. So is regular exercise. Jogging is good for you. We do it every day...

(Widdowson 2007 : 50-51)

We spent our holiday in Romania... We do it every day.

CONNECTING THE TEXT ON MACRO LEVEL



- **TASK 1:** Make the text more coherent by maintaining the same/familiar frame of reference. The prompt sentence is provided.

We spent our holidays in Romania.....

- **TASK 2:** Analyze and discuss the texts in relation to the familiar frame of reference:
- *‘The first step in crisis management is to acknowledge the problem quickly. In addition to publicly acknowledging a crisis, a company should investigate the problem and try to solve it with as much energy as possible. Another key to successful media relations during a crisis is the selection of one person to be the company spokesperson.’*
- *‘Hess’s law of constant heat summation states that the amount of heat produced by a chemical reaction is the same whether the reaction takes place in one step or in several steps. The purpose of this lab was to determine if the observed change in enthalpy (heat content) in the reaction between solid sodium hydroxide and aqueous hydrochloric acid is predicted by Hess’s law. The results indicated that the reactions from the resulting graphs vary and that the experiment produced the results predicted by Hess’s law’.*

COHESION IN WRITING

- Cohesion in writing is accomplished through ‘guiding’ the reader through the text by:
- - connecting the old information to the new information (lexical cohesion) on the micro level of the text (**within** sentences (between clauses), **between** sentences)
- *The process may seem complicated but actually **it** is not really, so long as **you** prepare things in advance and know what has to be done in what order. **Some of the things you need you** may already have, but **others**, of course, **you** may need to get. **They** are not always readily available and when **they** are **they** can be quite **expensive**. But the final result will make all the effort and cost worthwhile.*
- **The process – it (COHESIVE PAIR)**
- **Some of the things – others – they – they – they (COHESIVE CHAIN)**
- **You – you – you (COHESIVE CHAIN)**
- **Expensive – cost (COHESIVE PAIR)**
- *The process may seem complicated... But the final result...worthwhile.*

Here the text has both COHERENCE and COHESION!

- **TASK 3:** Find cohesive pairs/chains in the following text.

Early in life, children are conditioned to the superiority of the masculine role. As child psychologists point out, little girls have much more freedom to experiment with sex roles than do little boys. If a little girl acts like a tomboy, most parents have mixed feelings, being at least partially proud. But if their little boy acts like a sissy (derived from sister), they call a psychologist. It's perfectly acceptable for a little girl to sleep in the crib that was purchased for her brother, to wear his hand-me-down jeans and shirts, and to ride the bicycle that he has outgrown. But few parents would put a baby boy in a white and gold crib decorated with frills and lace, and virtually no parents would have their little boys wear his sister's hand-me-down dresses, nor would they have their son ride a girl's pink bicycle with a flower-bedded basket.