

Identifying and Making Effective Paraphrases

Introduction

During your time at university you will be required to provide evidence to support your claims. This will involve using information from academic sources (such as books and journals) in your writing. In doing this, it is important to be able to reproduce this information in your own words. This key academic skill is known as paraphrasing.

Why is paraphrasing important?

There are four reasons why you should paraphrase;

- i. To demonstrate your understanding of the source
- ii. To better incorporate the information in to your discussion
- iii. To ensure you avoid plagiarism
- iv. To emphasize a particular point from information found in a source

When might I need to paraphrase?

Most assignments require students to provide evidence from a range of academic sources. Your lecturers will want to see you demonstrate an understanding of this information, and paraphrasing allows you to do this. You should paraphrase text when the meaning of the source is more important than the actual wording (so you would not normally paraphrase a technical definition). This allows you to reproduce this information in your own words focusing on specific details.

How do I effectively paraphrase?

You can use the following techniques when paraphrasing (never just change a few words and retain the sentence structure – this will mean the writing remains too similar to the original). Make sure you write sentences that are in your own words, while still retaining the original meaning.

- Use synonyms or antonyms.
- Change the parts of speech.
- Change the structure from an active to a passive or vice versa.
- Change the connector(s).
- Change the structure of the conditional clause(s).
- Change an affirmative structure to a negative one by keeping meaning the same.
- Reduce the relative clause(s) to phrases.



Examples:

Original	New Structure
Because teaching is a poorly paid job, many young people do not have the incentive to become teachers.	Many young people lack the motivation to choose teaching as a career since teachers are not well-paid.
John sought to attain his goal although he encountered some obstacles.	<ul style="list-style-type: none">➤ Though John faced some impediments he tried to achieve his aim.➤ John tried to reach his target despite the barriers he encountered.

Original	New Structure
However diligent he may be, he is unlikely to be promoted.	No matter how studious he may be, he does not have a chance to get promotion.
The economic sanctions which have been imposed on Ruritania will not be lifted if it does not comply with the U.N. Security Council resolutions.	The economic sanctions imposed on Ruritania will not be lifted unless it abides by the decisions of the U.N. Security Council.
He would have been successful if he had tried hard.	He didn't succeed because he didn't try hard.
A manager's success is often due to perseverance.	<ul style="list-style-type: none"> ➤ Persistence often leads to/brings about managerial success. ➤ A persistent executive is often successful. ➤ A manager who perseveres often succeeds.
Improved service and lower prices is what competition means to a consumer.	What a customer understands from competition is paying less and getting better service/being better served.
As he got older, he became more pessimistic.	The older he got, the more pessimistic he became.

Exercise 1 (Week 10)

Choose the sentence that is closest in meaning to the original sentence given.

1. So many years have passed since I was in Paris that I probably couldn't find my way around anymore.

- a) I hadn't been to Paris for such a long time that I couldn't find my way around anymore.
- b) I doubt whether I could still find my way around Paris as I have been away for so long.
- c) No matter how many years I spent in Paris it is doubtful whether I could ever learn my way around.

2. Meals at "The Round Table" are undoubtedly the best in town and prices are reasonable.

- a) They don't overcharge you at "The round Table" and the food there is unrivalled in the town.
- b) At "The Round Table" you get extremely good food, but you certainly pay for it.
- c) Considering the prices, the quality of food at "The Round Table" is not satisfactory.

3. The firm owes its success to the high quality goods coupled with superb advertising.

- a) Both excellent advertising and reasonable prices have contributed to the success of the firm.
- b) The policy of the firm has been to concentrate on producing excellent goods backed up by attractive ads.
- c) The excellent quality of the products and effective advertising have ensured the firm's success.

4. We couldn't help feeling disappointed when, after all our hard work, we had to close down the factory.

- a) By working even harder we could, perhaps, have managed to keep the factory open.
- b) However hard we worked we could not have stopped them closing down the factory.
- c) Since we'd put in so much effort, it was inevitable that we should feel upset when we couldn't keep the factory open.

5. Due to the fact that the demand for tea was very high in the 19th century, its price was astronomical.

- a) It was not until the 19th century that the demand for tea started to increase.
- b) The demand for tea was so high in the 19th century that its price was enormous.
- c) It was its astronomical price which decreased the demand for tea in the 19th century.

6. French is the only language other than English spoken on five continents.

- a) French and English are the only languages that are spoken on five continents.
- b) Unlike French, English is spoken on five continents.
- c) Worldwide, French is the most widely taught second language after English.

7. Adults laugh less than children, probably because they play less.

- a) Unlike adults children laugh more while playing games.
- b) Since adults have less time playing games; they don't laugh as much as children
- c) The reason why adults laugh less than children might be that they play less.

8. We must remember what happened in the past so that it will never happen again.

- a) Since we all tend to forget what happened in the past we do the same mistakes again.
- b) In order not to repeat the past, we should certainly not forget what happened then.
- c) Those who couldn't remember what happened in the past were more likely to repeat it.

9. After failing a doping test at the Seoul Olympics, Ben Johnson was stripped of his gold medal.

- a) If Ben Johnson hadn't been tested positive for doping at the Seoul Olympics, he wouldn't have lost his gold medal.
- b) Since Ben Johnson confessed having used doping his gold medal was taken back.
- c) As Ben Johnson failed the doping test again at the Seoul Olympics, he was stripped of his gold medal.

10. Large cigars have been smoked in Cuba since the sixteenth century, but only a few are manufactured for export.

- a) Although large cigars have been smoked since the sixteenth century in Cuba, not many of them are produced for export.
- b) Cuba has been exporting large cigars to foreign markets since the sixteenth century but nevertheless only a few people know this fact.
- c) In the sixteenth century large cigars were produced in Cuba not only for inland use but also for export.

11. I have to say that I have never been as comfortable as my brother when telling people what I think.

- a) My brother is less comfortable than me in expressing himself and saying what he feels.
- b) My brother has always been more comfortable than me telling people what he thinks about them.
- c) I have noticed that my brother has never been comfortable when telling people what he thinks.

12. From time to time there are things we do even though we think they are wrong.

- a) Sometimes we might do things that are considered wrong.
- b) It is not possible to do everything right in life.
- c) Although we feel that the things we sometimes do are not right, we nevertheless do them.

13. Today there is hardly any time for storytelling in homes, whereas it was a life style in the past."

- a) Today hardly anyone knows how important storytelling was in the past since everybody is busy with their own lives.
- b) Storytelling, which once was a vital part of life, has become significantly less common in the modern era due to lack of time.
- c) Although many people can hardly find time for anything other than work, storytelling is still as important as it was in the past.

14. Sometimes what is best for society is not always good for an individual living in that society.

- a) From time to time, there is a conflict between the benefits of a society and an individual living in that society.
- b) Individuals not always seek for the best of the society they live in.
- c) It is impossible for an individual to accept the rules of the society he or she lives in.

15. Even though many of us don't suffer from a mental disorder, it is clear that some of us are mentally healthier than others.

- a) Many people who are diagnosed as having mental disorder are mentally healthier than we are.
- b) The proportion of those who have been identified as having a mental disorder is higher than that of the mentally healthy.
- c) That some of us are not as mentally healthy as other is obvious but the number of people having a mental disorder is not very high.

Exercise 2 (Week 11)

Paraphrase the following sentences.

1. Most of those who responded to the survey failed to appreciate just how important the findings will be.

2. Facebook has attracted more than a billion active web and mobile users worldwide by helping them to "connect and share" with the people in their lives. (Chapter 4 Reading 1, p.92)

3. Yet there is much more to marketing than meets the consumer's casual eye. (Chapter 4 Reading 1, p.92)

4. The fundamental values of the universities are reflected in their answers to survey questions.

5. Respondents perceive, as the most significant risk of internationalization for institutions, that international opportunities will be available only to students with financial resources. (Chapter 2 Reading 3, p.53) ***Please keep in mind that you can make two simpler sentences out of one long and complex sentence.***

6. Most companies do not design their products to break down earlier, since they don't want to lose customers to other brands. Instead, they seek constant improvement to ensure that products will consistently meet or exceed customer expectations. (Chapter 4 Reading 2, p.103) ***Please keep in mind that you can combine two sentences when paraphrasing.***

7. In recent decades, globalization has become a pervasive force shaping higher education. Today, almost all institutions around the world engage to some degree in activities aimed at forging global connections and building global competencies among their students, faculty, and administrative units. (Chapter 2 Reading 2, p.45) ***Please keep in mind that you can omit some components of the sentence if you can replace them with an umbrella term.***

Exercise

Improve the following sentences by using parallel structure whenever possible.

1. She wants to go to England and studying at the London School of Economics.
2. John ensured that he gave his two-minute talk confidently, effectively and persuasive.
3. The room was comfortable, airy, and it was not dirty.
4. I can't decide whether to take a bus or riding my bicycle to work.
5. The manager did not like one of his employees because he always arrived late for work, made mistakes in his duties, completed projects carelessly, and his motivation was low.
6. The scenery was spectacular, exciting, and looked beautiful.

Chapter 4 Reading 2 - Social Criticisms of Marketing - Vocabulary Build pp. 98-99 (Week 12)

Match the words with their definitions.

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|----------------|--|
| 1. component | a. a part of something bigger (n.) |
| 2. consequence | b. go higher than you can afford or are allowed to go (v.) |
| 3. distorted | c. guarantee; make sure something will happen (v.) |
| 4. ensure | d. accepted in certain circumstances (v.) |
| 5. exceed | e. result (n.) |
| 6. impose | f. force people to accept something (v.) |
| 7. justified | g. persuasion (n. used as an adj.) |
| 8. promotion | h. not causing damage to the environment (adj.) |
| 9. sustainable | i. failing to comply with or respect; disobeying (v.) |
| 10. violating | j. changed in sound, shape, or appearance (adj.) |
| 11. welfare | k. health and happiness (n.) |

1.a 2. 3. 4. 5. 6. 7. 8. 9. 10. 11.

Chapter 4 Reading 2 Social Criticisms of Marketing – After You Read p. 106 (Week 12)

Referring to the reading text, complete the table with appropriate information given below.

CONCEDING	REFUTING
<p>HIGH PRICES</p> <ul style="list-style-type: none"> • high advertising and promotion costs • excessive markups 	<ul style="list-style-type: none"> • marketing adds value to a product • consumers like the value that marketing adds • • •
<p>DECEPTIVE PRACTICES</p> <ul style="list-style-type: none"> • deceptive pricing – fake sales • deceptive promotion – to lure customers into a store when product is out of stock • deceptive packaging – exaggerating package contents 	<ul style="list-style-type: none"> • • •
<p>HIGH-PRESSURE SELLING</p> <ul style="list-style-type: none"> • force people to buy goods they don't want or need 	<ul style="list-style-type: none"> •
<p>UNSAFE PRODUCTS</p> <ul style="list-style-type: none"> • Products are poor quality and deliver little benefit. 	<ul style="list-style-type: none"> •
<p>PLANNED OBSOLESCENCE</p> <ul style="list-style-type: none"> • Companies design products so they will break and consumers will have to buy replacements. 	<ul style="list-style-type: none"> • •
<p>MATERIALISM</p> <ul style="list-style-type: none"> • creating the need for false wants • Marketing can create a focus on material possessions. • Adbusters, and Annie Leonard 	<ul style="list-style-type: none"> • • •
<p>CULTURAL POLLUTION</p> <ul style="list-style-type: none"> • We are bombarded with ads all the time 	<ul style="list-style-type: none"> • •

- No advertising will reduce sales and therefore raise prices
- new things offer improved functionality to consumers.
- Laws protect consumers from “undue pressure.”
- Marketing allows companies to compete.
- Companies want to provide good-quality products to protect their reputations.
- promoting, distributing, and developing products are expensive
- Marketers don't want to bombard you with ads; they want to target their ads as much as possible.
- Consumers can complain.

- Consumers like style changes and want new things.
- People who are receptive to ads don't mind them.
- Marketing can't create needs—only help to fulfill existing needs.
- If people are materialistic, that's due to other forces, not marketing.
- People's consumption habits are based on larger forces like the economy.
- Consumers are protected by non-profit organizations such as the Competition Bureau.
- Consumers have “cooling-off periods” when they can return goods.

