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| **Pass/ Session** | **Page Number** | **Comments** |
| Pass 1 Sesh 1 | Style & Word Sense Comments | **Strangely, I want to address style and “word sense” first, then we can look at grammar. OK?**  **A question: Have you had a chat with someone who is currently in, or has been through, a Marketing program? If you can find someone with a Doctorate, and talk with them for 1/2-hour or so, that might help. If you’ve already done this, forgive my presumption. If not, call around and arrange an interview; even a phone conversation would be good.**  **To continue:**  First Paragraph:   1. Nothing can “help [your] needs”. Pare that sentence down to something very simple and direct. 2. Fix “…is because…” 3. You are “optimistic” and like to “communicate” with people, and therefore wish to go into Marketing? It’s nice—*very* nice—that you are optimistic and like to communicate with people. But you may wish to tie your interest in Marketing to other qualities of your character. Modern Marketing requires very keen analytical skills, and intuitive, hypothetical reasoning. How else can you lead in to the idea that you have a good mindset for Marketing? 4. I like the idea that you wish to acquire more “tools” that will ready you for work with an international trade company. Look at those last two sentences, and give them a rewrite: Try to make them more simple and direct.   Second Paragraph:   1. Replace “curriculum” with “degree” (or “certificate”/”certification”, if you think that’d be more appropriate). 2. I have a feeling that the grad project title (“Teaching Children…”) is a translation: Would “An Experiment in Computerized English Instruction for Children” be a tighter fit? 3. The last two sentences break the flow of your narrative. Perhaps you should simply remove them from this place and—if the ideas there are important—make sure they’re covered elsewhere in the proposal.   Third Paragraph:   1. You say you were a “Teacher Assistant”; but you want to be careful. A “TA” in the English-speaking world is a different thing from what you describe here. Just remove the acronym “TA”, and it will clear up any semantic confusion. Tell them you were a “Teachers’ Assistant”, then go on to describe your duties. 2. As you switch gears to talk about your work at Boston American English, again, don’t use the acronym “TA”; instead, just highlight the fact that the nature of the work was very much the same as your work at English Summer Camp. 3. With respect to your work at the VCD/DVD (DV?) rental shop: How can you be a salesperson at a rental shop? Do you just mean “clerk”? If so, don’t be ashamed of that. Say it out loud, and proud! It sounds like you did so much more than just work the scanner and cash machine, so this is a fine experience to mention.   Fourth Paragraph:   1. You get introspective and philosophical in this paragraph. That’s good, but also a bit difficult to pull off in a 2nd language. Just reread it carefully, and try to write it again, more simply and directly. Pay attention to these issues:    1. Don’t repeat “UK” so many times.    2. “…earn money from their pocket” sounds a bit crass. You need to indicate that you understand that, ultimately, success in the market involves actual goods and services, with a sensitivity to customer wants and needs.   Fifth Paragraph:   1. I’m not sure it’s a good idea to indicate a plan to remain in the UK after graduation. I’m not saying you wouldn’t be welcome!: But this is particularly speculative, and so it doesn’t pay to “tempt fate” by projecting this far ahead. Add to all this the fact that that the previous paragraph pays homage to the idea of an interconnected, global market. If that’s true, then your geographical options would also be more open, and stating a plan to establish yourself in the UK seems a little incongruous. 2. Note that the second sentence is a fragment. You seem to want to simply say that you look forward to applying your newly acquired knowledge in the field. Say that more simply and directly. |