

☞ **Activity:** Identify the strength of claims (from Gillet, Hammond & Martala, p.211).

Identify the words and phrases in the following sentences that show the strength of the writers' claim.

In other words, materialism still seems to play a big part in influencing perceptions and attitudes towards others. (Brassington and Pettitt, 2006, p.61)

A study by Dittmar and Pepper (1994) showed that adolescents, regardless of their own social background, generally formed better impressions of people who own rather than lack expensive possessions. (Brassington and Pettitt, 2006, p.61)

☞ **Activity 2** (adapted from Swales and Feak, 2013)

Underline the verb making the weaker claim.

1. The results indicate/establish that there is a link between smoking and lung cancer.
2. Table 9 suggests/shows that the number of articles written and published by non-native speakers will continue to increase.
3. The latest series of studies question/challenge the conclusions of much previous research.
4. The results given in Figure 4 validate/support the second hypothesis.
5. The quantities displayed in the table have been assumed/shown to be about 98% accurate.
6. The test results create/suggest a basis for product modification.
7. Changes in ambient temperatures may have influenced/distorted the results.
8. Figure 12 depicts/clarifies the relationship between these two systems.

☞ **Activity 3:** (adapted from Swales and Feak, 2013)

Read the following text. Underline the words and phrases that moderate, soften or qualify the claims.

According to our results, impulsive buying is on the rise. Further, our survey data suggest that buying goods to improve one's self-image is probably a motivation that plays some role in most buying behavior, but it might be particularly important when people make unplanned or 'spur of the moment' purchases. The unplanned purchases may well be regretted later or can lead to financial difficulty (Dittmar & Drury, 2000, cited in Swales & Feak, 2004, p. 125).

Key with suggested answer

Activity 1

In other words, materialism still **seems** to play a big part in influencing perceptions and attitudes towards others. (Brassington and Pettitt, 2006, p.61)

introductory verb **seem** expresses some caution.

A study by Dittmar and Pepper (1994) **showed** that adolescents, regardless of their own social background, generally formed better impressions of people who own rather than lack expensive possessions. (Brassington and Pettitt, 2006, p.61)

The reporting verb **show** is not as strong as e.g. *proved* but stronger than e.g. *believe*

Activity 2: indicate/ suggest/ question/ support/ assume/ suggest/ influence/ depict

Activity 3:

According to our results, impulsive buying is on the rise. Further, our survey data suggest that buying goods to improve one's self-image **is probably a motivation that plays some role** in most buying behavior, **but it might be particularly important** when people make unplanned or 'spur of the moment' purchases. The unplanned purchases **may well be regretted later** or **can lead to** financial difficulty (Dittmar & Drury, 2000, cited in Swales & Feak, 2004, p. 125).