

LEARNING FROM STUDENT TEXTS: A GENRE-BASED APPROACH TO 'MAINSTREAMING' ACADEMIC WRITING INSTRUCTION BALEAP PRE-CONFERENCE WORKSHOP 2013

Chris Tribble and Ursula Wingate
Department of Education and Professional Studies
King's College London



Proposing a 'mainstreaming' approach

Current EAP provision

Pre-sessional courses: international students/ largely generic

In-sessional courses: all students/ discipline-specific

Mainstreaming/Principles

- 1. Embedding writing instruction into subject curricula
- 2. Collaboration between writing experts and subject tutors
- 3. Creating discipline-specific resources, using student genres and apprentice corpora
- 4. Genre instruction for *all* students, linguistic extension work for some
- Scaffolding learning



Drawing on existing traditions of academic writing instruction

- Genre based approaches (EAP/Sydney School): Identifying specific language and discourse features of discipline's genres
 ⇒ explicit teaching of genres
- Writing across the Curriculum (WAC), Writing in the Disciplines (WiD): Embedding writing instruction into subject curriculum ⇒ involvement of subject tutors
- Academic Literacies: Focus on practices surrounding writing (identities, power relations)
 ⇒ enabling students to understand and critique practices



Resources development

Background

CTF (2011) funding for development of writing resources in four disciplines:

- Applied Linguistics
- Pharmacy
- History
- Management

Implemented and evaluated in Applied Linguistics, Pharmacy and Management



Developing disciplinary writing resources: from text to corpus

Process 1: Genre/Text analysis

- Subject tutors identify relevant genres; select exemplars
- Writing experts (in consultation with subject tutors) analyse text features; prepare writing resources
- Piloting and evaluating the writing resources in workshops jointly run by writing and subject tutors

Process 2: Compilation of subject-specific corpora

Apprentice writing corpus = a corpus of **high** scoring and **low** scoring apprentice texts from students following the same programme

- Pharmacy: 255 scripts / 400,000 words (MSc)
- Applied Linguistics: 199 scripts / 300,000 words (MA)
- History: over 3000 scripts available (BA) though none selected as yet



Texts for genre analysis

Discipline	Genre	Word	Level of study	Structure
		count		
History	Essay	2000	undergraduate	not
				signposted
Applied	Essay	3500	postgraduate	signposted
Linguistics	Research	15000		through
	report			headings
Management	Critique	1500	postgraduate	not
				signposted
Pharmacy	Methodology	8000	undergraduate	not
	recount			consistently
				signposted



From student texts to teaching resources

(Process 1)

Please skim the student texts in your hand-out:

- 1. Management (with grade and tutor comments)
- History (with grade)
- Pharmacy (with grade)

Discuss in groups how they could be used for teaching/learning resources (10 minutes).



Preparing resources - Step 1: Staging

A successful text fulfils the communicative purpose of the genre by being presented in a staged and sequenced order that is expected by the discourse community (Swales, 1990; Martin 1992, Martin & Rose, 2012: 'schematic structure').

⇔ enabling students to recognise the structure of successful texts



Staging: Example from Pharmacy

Optimisation of suspension of zinc oxide	Practical optimisation of a	Optimisation of High Dose Paracetamol Tablets by Direct	Optimisation of High Dose Paracetamol Tablets by Direct		
[75]	formulation report [74]	Compression [52]	Compression [52] continued		
1 Introduction	1 INTRODUCTION	1 Introduction	4.3 Experiment 7): Manufacturing of Paracetamol Tablets by		
2 Materials	2 MATERIALS & METHODOLOGY	2 Materials	Direct Compression.		
3 Method	2.1 Resources:	3 Methods	4.4 Experiment 8): Assessment of the Manufactured		
3.1 Formulation of stock solution of SDS	2.2 Materials:	3.1 Experiment 1): Choosing Excipients for Formulation of	Paracetamol Tablets Quality - Uniformity of Weight.		
(wetting agent)	2.3 Instruments:	Paracetamol DC Tablets.	4.5 Experiment 9): Assessment of the Manufactured		
3.2 Formulation of stock solution of	2.4 Calculating Formulation	3.2 Experiment 2): Experimental Design – To Identify the	Paracetamol Tablets Quality - Friability.		
methylcellulose (suspending agent)	Contents	Independent Variables.	4.6 Experiment 11): Assessment of the Manufactured		
3.3 Formulation of stock solution of sodium	2.5 Calculating HLB	 3.3 Experiment 3): Paracetamol DC UV Assay. 	Paracetamol Tablets Quality -Disintegration Time.		
citrate (electrolytes)	2.6 Final Weights of Ingredients	3.4 Experiment 4): Review of the Excipients of Paracetamol	4.7 Experiment 12): Model-Dependent Methods (Regression		
3.4 Formulation of suspensions by factorial	2.7 Manufacturing Procedure	Tablets.	Analysis) for Deciding the Optimum Formulation.		
design:	3 Preliminary Experiment	3.5 Experiment 5): Factorial Design of Formulation.	4.8 Tablet Friability		
3.5 Quality assessment by sedimentation	3.1 Assessment of Quality	3.6 Experiment 6): Mixing Tablets Powder (API and Excipients) for	4.9 Model-Independent Methods (Nelder Mead Simplex		
volume	3.2 Spreadability Testing	manufacturing.	Optimisation) for Choosing the Optimum Formulation		
3.6 Quality assessment by ease of	3.3 Stability Testing	3.7 Experiment 7): Manufacturing of Paracetamol Tablets by Direct	5 Discussion		
redispersability	3.4 Model-Dependent Method -	Compression.	5.1 Uniformity of Weight		
3.7 Quality assessment by uniformity of	Regression Analysis	3.8 Experiment 8): Assessment of the Manufactured Paracetamol	5.2 Friability		
dose by turbidity assay	3.5 Model-Independent Method -	Tablets Quality - Uniformity of Weight. 2	5.3 Tensile strength		
3.8 Simplex method to find optimal	Simplex	3.9 Experiment 9): Assessment of the Manufactured Paracetamol	5.4 Disintegration Time		
formulation of suspension	4 RESULTS	Tablets Quality – Friability. 3	5.5 Nelder Mead Simplex Optimisation for Choosing the		
4 Results	5 DISCUSSION	3.10 Experiment 10): Assessment of the Manufactured Paracetamol	Optimum Formulation		
4.1 Sedimentation volume test	5.1 Viscosity	Tablets Quality – Hardness (Tensile strength).	5.6 The two optimisation methods used		
4.2 Ease of redispersability test	5.2 Spreadability	3.11 Experiment 11): Assessment of the Manufactured Paracetamol	6 Conclusion		
4.3 Uniformity of dose by turbidity assay	5.3 Stability	Tablets Quality -Disintegration Time.	7 References		
4.4 Nelder -Mead Simplex Graph	5.4 Regression analysis	3.12 Experiment 12): Model-Dependent Methods (Regression			
5 Discussion	5.5 Simplex	Analysis) for Deciding the Optimum Formulation.			
5.1 Sedimentation volume	6 CONCLUSION	3.13 Experiment 13): Model-Independent Methods (Nelder Mead			
5.2 Ease of redispersability	7 REFERENCES	Simplex Optimisation) for Choosing the Optimum Formulation.			
5.3 Uniformity of dose by turbidity assay	8 APPENDIX	4 RESULTS			
6 Conclusion		4.1 Experiment 3): Paracetamol DC UV Assay.			
7 References		4.2 Experiment 5): Factorial Design of Formulation.			



Staging: Example from Marketing

Assignment 1: Use Hackley's Typology to develop and structure a	Assignment 2: The Societal Marketing Concept – A Critical Review	Assignment 4: Hackley typology of critique on Standardization and		
critical review of a marketing idea / theory / concept: Service-	(Grade: A)	Adaptation (Grade: F)		
Dominant Logic (SDL) (Grade: A)				
1. Introduction: Concept to be critiqued	Introduction: Concept to be critiqued	1. Introduction: Key concepts		
1.1. Introducing key concept (SDL)	1.1. Introducing key concept (societal marketing)	1.1. Introducing approaches of standardisation and adaptation		
1.2. Assignment objective	1.2. Assignment objective	1.2. Examples (two companies)		
1.3. Assignment focus	1.3. Introducing framework for critique (Hackney's typology)	1.3. Introducing concept: Hackney's typology		
2. Applying critique 1 (intellectual)	1.4. Outline	1.4. Main focus of assignment		
2.1. Explanation of intellectual critique	2. Details of key concept	1.5. Different concept for critique: Levitt		
2.2. Positive evaluation of concept (SDL), supporting	2.2. History of concept	Discussing two examples for standardisation		
evidence	2.3. Rationale of concept	2.1. Example 1		
2.3. Further supporting evidence (reference to several	2.4. Limitation	2.2. Example 2/ negative evaluation		
sources)	3. Applying Hackney's typology/Critique 1	3. Discussing example 1		
2.4. Negative evaluation of concept	3.1. Introducing intellectual critique	3.1. Applying two critiques, using unknown framework (the four		
2.5. More arguments/evidence supporting negative evaluation	Negative evaluation identified through critique	P's)		
2.6. Additional evidence	3.3. Negative evaluation	3.2. Discussing four P's		
3. Applying critique 2 (functional)	3.4. Interim conclusion for Critique 1	3.3. Interim conclusion referring to three critiques		
3.1. Explanation of functional critique	4. Applying Hackley's typology/Critique 2	3.4. Applying ethical critique to example 1		
3.2. Positive evaluation of concept	4.1. Introducing functional critique	4. Discussing example 2		
3.3. Examples for positive evaluation	4.2. Positive evaluation	4.1. Negative evaluation		
3.4. Interim conclusion drawn from examples	4.3. Example with quotation	4.2. Introducing new concept (Hofstede)		
3.5. Negative evaluation of concept	4.4. Negative evaluation	4.3. Reasons for negative evaluation, applying functional and		
3.6. More evidence supporting negative evaluation	4.5. Example	political critiques		
4. Applying critiques 3 (ethical) and critique 4 (political)	4.6. Interim conclusion	5. New aspect		
4.1. Explanation of ethical critique	5. Applying Hackley's typology/Critique 3	5.1. Introducing new aspect for evaluation (promotion)		
4.2. Explanation of political critique	5.1. Introducing ethical critique	5.2. Applying ethical critique to promotion		
4.3. Negative evaluation of concept	5.2. Initial positive, then negative evaluation with quotation	5.3. Applying political critique		
4.4. Example for negative evaluation	5.3. Supporting evidence for negative evaluation	6. Discussing adaptation		
4.5. More arguments/evidence supporting negative evaluation	6. Applying Hackley's typology/Critique 4	6.1. Applying functional critique		
4.6. Positive evaluation of concept	6.1. Introducing political critique	7. Conclusion		
4.7. More arguments/evidence supporting positive evaluation	6.2. Negative evaluation	7.1. Recommendation		
5. Conclusion	6.3. Supporting evidence for negative evaluation	7.2. Recommendations for example 2		
5.1. Summary and concluding statement	7 Canalysian	7.3. Concluding statement		
5.2. Conclusion: negative evaluation	7. Conclusion			
	7.1. Summarising statement			
	7.2. Tentative recommendation; need for more research			



Preparing resources - Step 2: Move analysis

Texts are built up systematically through a series of (obligatory and optional) moves and steps (see Swales' CARS model, 1990: 141)

⇒ enabling students to recognise necessary moves and their communicative purposes



Move analysis: Example Management (Moves in first paragraphs)

ASSIGNMENT 1: Use Hackley's Typology to develop and structure a critical review of a marketing idea / theory / concept: Service-Dominant Logic (SDL) | Grade: A

TEXT	ANALYSIS	TUTOR COMMENTS
First conceptualized by Stephen Vargo and Robert Lusch in 2004, Service-Dominant Logic (SDL) revolves around an ideology that "emphasizes the centrality of firm-costumer cooperation in innovative and productive efforts" (Bonsu & Darmody, 2008). As explained by Vargo & Lusch (2004), the intention behind this concept results in "value co-creation" whereby consumers become "operant resources": active participants in the creation of value and innovation of a particular service or product. [1] In order to evaluate the efficacy and utility of SDL, I will critically assess the theory using Hackley's (2009) "Typology of Critique in Marketing." The application of this typology alongside key literature on the topic will allow for an in-depth review of the various factors that comprise the SDL. [2] Throughout my research Lencountered various focal points and as such will be primarily discussing	INTRODUCTION / Concept to be critiqued (SDL) [1] Introducing key concept (with references to relevant literature) [2] SIGNPOST: Assignment objective [1 will critically assess] [3] SIGNPOST: Assignment focus	You don't need to include first names in citations. Don't use '&'; use 'and'.
the functional and intellectual elements of the theory, followed by an integrated critique of the ethical and political elements. [3] When contemplating an intellectual critique, Hackley (2009) urges us to consider the assumptions behind the marketing theory in question, alongside its' values and its' coherence as a potential academic discipline. [4] As explained by Vargo & Lusch, (2004), the reasoning behind the SDL dates back several decades, when resources started to include intangible components such as knowledge and skills. Although abstract, these "new" resources have been viewed as increasingly significant to the development of marketing (Brown, 2007). Consequently, in applying this train of thought, marketing has moved towards "a more comprehensive and inclusive dominant logic." (Vargo & Lusch, 2004). [5] As Ballantyne & Varey (2008) argue, the reason for which the SDL is aptly coherent is that it takes into account important and relevant historical factors of marketing that have inevitably led to the birth of this paradigm. That being said, the consistency behind this ideology has led to the cocreation of value between firms and consumers, whereby both entities become contributors to the overall value of a good or service (Vargo & Lusch, 2004). As stated by Fisher & Smith (2011), this new logic is unavoidable and necessary for the positive progression of marketing, not only as a discipline but also as a business strategy. [6]	Applying Hackley's typology/Critique 1 [4] Explanation of intellectual critique [5] Positive evaluation of concept (SDL), supporting evidence [6] Further supporting evidence (reference to several sources)	Which resources? Product? Marketplace? This phrase suggests that you are going to say something contradictory, when in fact what follows is consistent with what comes before.



Move analysis: Example Pharmacy

(Moves in Discussion section)

TEXT	COMMENT
4.7 Comparison between Nelder-Mead simplex optimisation and regression analysis [1]	[1] Section label
Nelder-Mead simplex optimisation aims to improve a specific parameter by altering components of the systems, instead of gaining information about the system itself. [2] Compared to regression analysis, it is easier, quicker and more straightforward to carry out. [3] However, apart from the limited amount of information obtained, it was important to choose the correct initial formulations. If the initial formulations were inappropriately chosen, multiple iterations might result in negligible improvement and eventually more time and effort would be wasted. [4]	[2] Comment on main purpose of Method A (Nelder-Mead)[3] Benefits of Method A[4] Limitations of Method A
Regression analysis was a labour-intensive method as large amounts of data had to be generated and analysed. [5] However, such efforts could be worthwhile as the knowledge gained of the system was superior in terms of	[5] Disadvantage of Method B (regression analysis).
quality and quantity compared to Nelder-Mead simplex optimisation. [6] Nevertheless, it should be noted that regression analysis is based on the assumption that a linear relationship exists between the independent and dependent variables being examined, hence it might not be suitable in all situations. [7]	[6] Potential benefits of Method B [7] Further limitations of Method B



The complexity of move analysis

Example History: Summary Analysis

See History Teaching resources (Introductions) in your handout.



Preparing resources - Step 3: Linguistic analysis

- ⇒ enabling students to recognise the lexicogrammatical features of academic texts
- 1. Lexis (see corpus-based extension work)
- Person, modality
- 3. Cohesion, thematic development



Linguistic analysis (preliminary) Example from Pharmacy

PHARMACY

TEXT	ideational		interpersonal	textual
Discussion:	EXPERIENTIAL	Material		
A variety of concentrations of methylcellulose (suspending agent) and sodium citrate (electrolyte)	Nouns:	processes:	Thematised participants	Sentence themes
were used to assess its effects on redispersibility, sedimentation volume and dose uniformity of	PARTICLES	were used (P)	impersonal entities (6)	5 unmarked (abstract entities
zinc oxide suspension. <u>Note</u> that the concentration of the surfactant(SPAN 20) for all formulations	ZINC	could be found (P)	impersonal pronouns (1)	or imperative verbs)
was kept constant in this experiment.	SODIUM	is able		3 marked (2 logical text
Assessing the redispersibility of a suspension is vital as this determines the dose uniformity of a	OXIDE	reduces	Short passives: 4	themes)
suspension upon agitation. If a suspension is hardly redispersible, this could be an indication of	CITRATE	could be easily		
sedimentation, aggregation and caking of the active ingredient to the base of the container.	SUSPENSION	separated (P)	Modalisation (hedging)	Logical:
Based on table 1 in the results section, it could be found that the major contributing factor to	CONCENTRATION	could only take	could be found	lf
redispersibility is the electrolyte as all suspensions containing high concentration of sodium citrate	REPULSION	place	could be easily separated	However
(1%) is able to redisperse easily with the least number of inversions required.	REDISPERSIBILITY	could lead	could only take place	As a result
	UNIFORMITY	Mental	could lead	
Sodium citrate, is known to have a high affinity to the particle surface of zinc oxide and thus is	SEDIMENTATION	processes:	could be explained	
able to adhere to the zinc oxide particles. The adherence of the sodium citrate electrolytes	NET	note		
significantly <i>reduces</i> the zeta potential of the zinc oxide particles, leading to the same net	LAYER	is known (P)		
charges and thus either repulsion against or loose attraction towards each other (i.e. aggregation	ELECTROLYTE	Relational		
could not occur). As a result, these particles could be easily separated upon agitation	EFFECT	processes:		
(i.e.redispersible). <u>However this effect</u> could only take place up to a certain concentration; <u>as an</u>	DOSE	IS		
exceedingly high concentration of sodium citrate could lead to compression of the diffuse layer	CHARGES			
surrounding the zinc oxide particles resulting in a thinner stern layer that could have little effect in	ATTRACTION			
maintaining repulsion between these particles. (3)	AGITATION			
Note that whether these particles aggregate or not is also influenced upon the average distance	AGGREGATION			
and net charges where either Van der Waals attraction forces or electrostatic repulsion				
	I		I	1



Linguistic analysis/cohesion Example from Management

This paper has shown that there are different forms of criticism concerning the societal marketing concept. [25] However, marketers should continue to follow this notion, since on the whole, a societal orientation provides a win-win situation for companies, consumers and the society at large (Drumwright and Murphy 2001). Nevertheless, as outlined in this critical review, some issues have not been resolved yet and more research in these specific areas (as for example the measurement of a societal orientation or the degree of corporate interference in societal matters) is needed. [26]

PARAGRAPH FUNCTION: CONCLUSION [25] Summarising statement ['this paper has shown']

[26] Tentative recommendation; need for more research ['however', 'nevertheless', 'as outlined in this critical review']



Methods of resources preparation/Summary

- 1. Staging: Presenting structures of high and low achieving texts
- 2. Move analysis: Presenting parts of texts with commentary that describes the moves
- Linguistic analysis: Presenting parts of texts with commentary that describes lexico-grammatical features



Teaching/learning approach [1]

Structure of resources:

- 1. Examples from three high achieving texts with commentary
- Notes section
- Example from high achieving text students to write commentary
- 4. Reflection notes
- 5. Examples from two low achieving texts



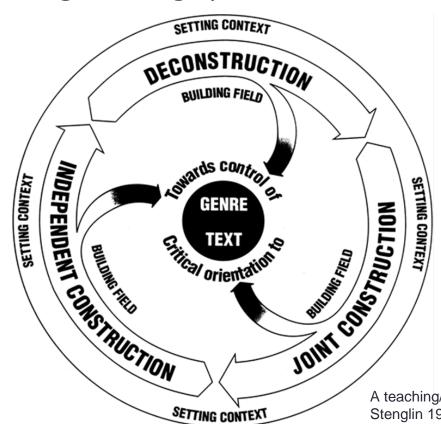
Section for student's commentary Example from Applied Linguistics

Introduction	COMMENTARY
The field of SLA aims to understand how second languages are acquired and what factors facilitate this acquisition. Chomsky's hypotheses (1965) that language is rule-governed and triggered subconsciously by exposure have been regarded as central tenets in mainstream SLA, along with his sharp delineation between competence, the idealised internal knowledge about language, the study of which will give insight into mental	[1]
representations, and performance, the way language is actually used. [1] Social and affective factors are still viewed as "relatively minor in their impact" (Long, 1997:319) and, since they relate to use rather than acquisition, have been dismissed as outside the remit of SLA (Gregg, 1989:18). [2]	[2]
Thus, in mainstream SLA, learning and language acquisition are psychological processes, with the individual as the "sole channel through which knowledge is gained" (Donato, 2000:45). Research focuses on questions such as the order of morpheme or pronoun acquisition (reviewed in Ellis, 1994:96-99) or, for interactionists, how input affects learners' second language grammars (Gass, 2003:224). [3] This assumption, however, ignores the	[3]
social, political and cultural contexts in which acquisition occurs and, as a result, essential issues of learner identity; power and inequality; bilingualism and multi-lingualism and the use of English as a Lingua Franca are sidelined. [4]	[4]
[5] Because this reductionist view of the learner appears to stem from the desire for SLA to be viewed as "a branch of cognitive science" (Doughty and Long, 2003:4), this essay will begin by looking at the research methods employed by mainstream SLA before examining whether the division between use and acquisition and the metaphors of learning which conventional SLA employs confine the learner into a "one-dimensional acquisition device".	[5]
The second half of the essay will examine aspects of sociocultural theory (SCT), to discover whether from this perspective the learner is restored to a multi-dimensional individual. In doing so, I hope to demonstrate that SCT not only enhances knowledge of how languages are learned but has direct and useful pedagogical implications.	



Teaching/learning approach [2] From workshops to independent work

A teaching learning cycle



A teaching/learning cycle for secondary school (from Rothery and Stenglin 1994:8) cited in Martin, 2000: 119)



Evaluation/Applied Linguistics and Pharmacy

- Student questionnaire (99 returns from 112 participants)
- Audio-recordings of group discussions in workshops (deconstruction and joint construction phases)
- Track changes of texts amendments in joint construction phase
- Follow-up student interviews



Evaluation [Questionnaire]

N = 99 (Pharmacy: 49; Applied Linguistics: 50

1. How useful do you think these materials will be when writing your next assignment /reports?

Very useful	Useful	Don't Know
58	38	2

2. How useful do you find it to work with texts written by other students?

Very useful	Useful	Don't Know
46	45	2

3. How useful do you find the comments in the right column?

Very useful	Useful	Don't Know
46	52	1



Evaluation [Group discussions]

Observed learning in deconstruction phase:

Example: Applied Linguistics: Introductions

S1: The framework of A, B and C is very similar, you have to set the academic context and cite enough reference to prove the academic background and then the problem you want to focus on.

S2: And then there is the map to show the reader how I am going to address the problem.



Evaluation [Track changes]

Changes to text in joint construction phase



Use of corpus: Extension work for developing writers' lexis, grammar and phraseology

Corpus informed extension materials

- Word lists and glossaries
- Disciplinary practices (e.g. citations)
- Phrase banks

(see more details in extra handout)



Glossaries: keyword analysis/Pharmacy

N	Key word	N	Key word	N	Key word
1	REACTION	16	GRAPH	31	EXPERIMENT
2	SOLUTION	17	ACID	32	CHEM
3	SYNTHESIS	18	TEMPERATURE	33	DNA
4	SAMPLE	19	COMPOUNDS	34	POLYMERISATION
5	SPECTRA	20	ION	35	CHROMATOGRAPHY
6	SOLVENT	21	RATE	36	IONIC
7	DIMETHOATE	22	MOL	37	YIELD
8	IONS	23	CHEMISTRY	38	RESULTS
9	CONCENTRATION	24	COMPOUND	39	MOLECULES
10	FLASK	25	ABSORBANCE	40	SODIUM
11	TEI	26	USING	41	GRADIENT
12	NMR	27	FLUORIDE	42	NAOH
13	POLYMER	28	PRODUCT	43	POLYMERS
14	LIGAND	29	MIXTURE	44	OC
15	ENERGY	30	MOLECULE	45	CHIRAL



Citational practices/Applied Linguistics

```
N
1, 563
       ly and in detail. Butt et al. (2000), however, has been comp
1, 564
       cademic writing tasks. Lillis (2001: 30-31) refers to Ivanic
1, 565
       in textbooks. However, as Lai (2008) concludes, teachers are
1, 566
       Language Studies Simpson J., (2006) 'Differing expectations
      lish in London. Ryan and Deci (2000) in their Self-Determina
1, 567
       n in Brown (1990), and Skehan (1989). Their proposed agenda
1, 568
       n the lesson observed. Spratt (2005) earlier in section 2.8,
1, 569
1,570
       nsive Reading Programme Davis (1995) states that one of the
      in agreement with Ellis & He (1999) who attributed word lea
1, 571
       Nigeria for example, Bamgbose (1992) states that time is was
1, 572
1, 573
       n Korea (1945-present), Japan (1945-present) and Thailand (u
       ulary teaching. As Armbruster (1986) mentions, strategies li
1, 574
       British call centres, Cameron (2000) found that preferred sp
1, 575
```



A final argument for the mainstreaming writing approach

- 1. Focus on genres students have to write
- 2. High level of student involvement and satisfaction
- Feasible level of subject lecturers' involvement
- 4. Initially resource-intensive, but sustainable
- 5. An effective format for in-sessional support?