

Additional notes to The Guru Notes© :

The use of adverbs:

not *Brown changes the concept in a constructive and effective way*

but *Brown changes the concept **constructively** and **effectively**.*

Please note that this applies to most sentences in which German speakers mostly use: *in a xxxx way*

Be **very** careful when you use **own**

not *The leader should express his own thoughts on this matter and follow his own wishes*

but *The leader should express his thoughts on this matter and follow his wishes*

If you write *his thoughts, their books, etc.* these cannot be anybody else's thoughts/books but his/theirs, therefore *own* is not needed.

Verbs are **always** better than nouns and truly contribute to a paper's readability

not *Firm x's involvement with organization z was very intense*

but *Firm x was intensely involved with organization z*

not *People give preference to...*

but *People prefer...*

not *The applicability of the relationships between...*

but *Applying the relationships between...*

Use **than** rather than **compared to**

not *Compared to international companies, national companies have fewer employees*

but *National companies have fewer employees than international companies*

The fact that = bad style

not *The fact that certain companies do well says a great deal about their top management*

but *Certain companies do well, which says a great deal about their top management*

Decimal point in the US and UK, decimal commas in Europe

<http://www.councilscienceeditors.org/files/scienceeditor/v31n2p042-043.pdf>

Do not use **represents** incorrectly

not *The topology represents a measure that...*

but *The topology is a measure that...*

however *On holiday posters, the sun represents good weather*

Do not use **one** incorrectly

not *one solution/answer/approach to...*

but *a solution/answer/approach to...*

not *one item in this...*

but *an item in this...*

Remember to use Google and sites such as <http://www.advanced-english-grammar.com/preposition-list.html> to help you find the correct prepositions

Use brackets/parenthesis VERY sparingly. If you have more text between brackets in a sentence than not, this is **bad style**. If you want to explain, do so in a different sentence or use "...; that is, xxxx yyy ccc," to explain.

If abbreviations can be pronounced do **not** add "the": *Unesco plans to...*

If they can't be pronounced but have to be spelled, add "the": *The UN plans to....*

Johan provides the following advice regarding **transcribing or translating interviews and speeches**.

Thanks Johan: *The notion of being true to the letter of a speech or interview is an untenable one; it only makes everyone look incoherent and barely literate. On the other hand, the principle of being true to the spirit of a speech or interview is workable and lessens anxieties – especially in the context of your version representing the official transcript of an event that took place some time ago and which*

one would like to see quoted as often as possible, without minor grammar issues preventing people from doing so. Stick to the follow principles:

- Use paragraph breaks to facilitate reading.
- Use punctuation to facilitate reading.
- If the respondent makes small grammar errors such as incorrect verb and subject agreement (*the colours of the rainbow is* instead of **are**) or incorrect tense write down the correct form.
- Omit back-channelling indicators (*uh huh, mm hm*), false starts (*you see it's... they don't know...*) and word repetitions (*the the the, or no no no*)