

Grammar Handout

1. Definitions

What is...

1. An article? What kinds of article are there? And when don't we need an article?
2. A pronoun? How would you define one?
3. An antecedent? And what is antecedent ambiguity?
4. A common problem in student writing with regard to use of "this is ..."/"that is"?
5. A dangling modifier?
6. A misplaced modifier?
7. Subject-verb agreement? And can you give an example of a sentence with subject/verb agreement problems?

8. A relative clause?

9. The difference between a restrictive and a non-restrictive relative clause? How are they signaled? Are there any relative pronouns that can only be used with one or the other of these?

10. A colon, and how does it work?

11. A semi-colon, and what does it do?

12. A comma splice?

13. A coordinating conjunction, and what does it do, and what item of punctuation is it used with?

14. A split infinitive, and is it always a problem?

15. Gender-neutral phrasing, and how do you maintain it in cases of undetermined gender?

16. A run-on sentence?

17. A sentence fragment?

18. The present tense, and what are some appropriate uses of it in academic writing in your field? How about the present perfect? The past? In situations where there are more than one option in terms of tense, what do the different tenses express?

2. Writing Sample

First, please identify as many grammar/sentence level errors as you can in the following. Second, please answer the following question: If a student submitted this, what would your feedback be?

In a high-tech market such as a digital camera, a personal computer and a TV market, high-tech firms use product innovation to compete. For example, in the last two decades, TV firms have introduced new types of TV: a Projection TV, a Plasma TV, an LCD (Liquid Crystal Display) TV, a 3D TV, an Organic LED (Light Emitting Diode) TV, a Curved TV, an Ultra HD (High Definition) TV, and a Smart TV with an internet function. However, not all the new types of TVs have made a success in a market. A successful category such as an LCD TV took a long time to take off in spite of dramatic price decrease. Due to such uncertainty and low demand in the introduction stage of a new high-tech market, which is very expensive and competitive on a global overall level, firms who launch new high-tech products early face a big business risk. But, firms may gain from adding new high-end products through spillovers to the rest of the product line. Given that most demand remains in old product categories until a new category takes off, such

spillovers are likely to give substantial incentive for firms to add a new flagship model in their product line early in spite of a low demand within the new focal high-tech category. In this study, I investigate whether product innovation increases brand equity.