

Avoiding Plagiarism & Integrating Sources Workshop

Graduate Writing Workshop Series (Sp 2017) | USC Annenberg School of Communication

Practicing Summarizing

Read the following text and the summaries that follow. Rate them from 1 (best) to 3. Be prepared to share your answers.

DISRUPTIVE TECHNOLOGY

This phrase was first used by Joseph Bower and Clayton Christensen, of the Harvard Business School, in 1995. They employed it to describe a new technology that appeals to a minority section of the market, but a large enough minority to allow the technology to take root and develop. Companies that continue to use the older technology run the risk of being left behind if they do not adopt the innovation at the right moment. A clear example in the mid-1990s was the digital camera. The first models had lower picture quality than film cameras and were expensive. But their important advantages were the ability of the photographer to see the results immediately, and being able to download the images to a computer for storage, printing or emailing. Since then, digital cameras have completely transformed the industry. The business of making film has almost vanished, and the vast majority of cameras sold are now digital.

- a. Disruptive technology, according to two researchers from the Harvard Business School, is a new invention that attracts enough buyers to become established in the market, and then to improve and grow. For example, the first digital cameras, launched in the mid-1990s, took poor quality pictures and were costly, but had some important benefits. Today, they dominate the market, and the older type of camera that uses film is now less popular.
- b. Bower and Christensen introduced the term ‘disruptive technology’ in 1995, to characterize a new technology that sold well enough to enter the market, and could then be developed further. The digital camera, for instance, was originally expensive and had low picture quality. However, it had certain advantages that quickly allowed it to virtually replace traditional film cameras.
- c. Digital cameras are a good example of a disruptive technology, a term used by Bower and Christensen of Harvard Business School in 1995 to describe a new technology that initially wins enough market share to survive and develop. These cameras at first produced inferior pictures, but had the advantage of showing the photo instantly and allowing the user to download the image. In a few years, they became dominant in the camera market, while traditional film cameras were almost redundant.

Optional Practice

Summarize the following text in about 50 words. Keep in mind the important main ideas that should be included.

THE LAST WORD IN LAVATORIES?

Toto is a leading Japanese manufacturer of bathroom ceramic ware, with annual worldwide sales of around \$5B. One of its best-selling ranges of is the Washlet lavatory, priced at up to \$5,000 and used in most Japanese homes. This has features such as a heated seat and can play a range of sounds. This type of toilet is successful in its home market since many apartments are small and crowded, and bathrooms provide valued privacy. Now Toto hopes to increase its sales in Europe and America, where it faces a variety of difficulties. European countries tend to have their own rules about lavatory design, so that different models have to be made for each market. Although Toto claims that its Washlet design uses less water than the average model, one factor which may restrict its penetration into Europe is its need for an electrical socket for installation, as these are prohibited in bathrooms by most European building regulations.

Paraphrasing

When paraphrasing, the writer restates in their own words relevant information without any additional comment or any suggestion of agreement or disagreement with the source's ideas. A paraphrase is useful for recording details of a passage when the order of the details is important, but the wording is not. It is better to paraphrase than to quote ordinary material in which the author's way of expressing things is not worth special attention. Paraphrases can be shorter than or about the same length as the original passage.¹

Strategies for Paraphrasing:

- Identify the relationship(s) between clauses in the passage
- Correctly and appropriately change vocabulary by using synonyms
- Correctly and appropriately change word class
 - Explanation (noun) → explain (verb)
 - Mechanical (adjective) → mechanize (verb)
 - Profitable (adjective) → profitability (noun)
- Correctly and appropriately change word order
 - The best explanation for the British location of the industrial revolution is found by studying demand factors → A focus on demand factors may help explain the UK origin of the industrial revolution.

¹ Axelrod, R.B., Cooper, C.R., and Warriner, A. M. (2014). *Reading Critically, Writing Well: A Reader and Guide*. 3rd edition. Boston: Bedford/St.Martin's.

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Practicing Paraphrasing

Read the text below and evaluate the three paraphrases (1 = best), giving reasons.

THE CAUSES OF THE INDUSTRIAL REVOLUTION

Allen (2009) argues that the best explanation for the British location of the industrial revolution is found by studying demand factors. By the early eighteenth century, high wages and cheap energy were both features of the British economy. Consequently, the mechanization of industry through such inventions as the steam engine and mechanical spinning was profitable because employers were able to economize on labor by spending on coal. At that time, no other country had this particular combination of expensive labor and abundant fuel.

- a. A focus on demand may help to explain the UK origin of the Industrial Revolution. At that time, workers' pay was high, but energy from coal was inexpensive. This encouraged the development of mechanical inventions based on steam power, which enabled bosses to save money by mechanizing production (Allen, 2009).
- b. The reason why Britain was the birthplace of the Industrial Revolution can be understood by analyzing demand in the early 1700s, according to Allen (2009). He maintains that, uniquely, Britain had the critical combination of cheap energy from coal and high labor costs. This encouraged the adoption of steam power to mechanize production, thus saving on wages and increasing profitability.
- c. Allen (2009) claims that the clearest explanation for the UK location of the Industrial Revolution is seen by examining demand factors. By the eighteenth century, cheap energy and high wages were both aspects of the British economy. As a result, the mechanization of industry through inventions such as the steam engine and mechanical spinning was profitable because employers were able to save money on labor by spending on coal. At that time, Britain was the only country with significant deposits of coal.

Vocabulary Revision

Find the corresponding noun for the following verbs:

Transform : _____
Assess : _____
Economize : _____
Subsidize : _____
Impede : _____
Translate : _____

Find the corresponding verb for the following nouns:

Innovation : _____
Correlation : _____
Replacement : _____
Installation : _____
Mechanization : _____
Dependence : _____

Avoiding Plagiarism – Paraphrasing

Original Source 1

Adapted from Hacker, D. (2007). _A writer's reference (6TH ed.). NY: Bedford St. Martin's. p. 361

In earlier times, surveillance was limited to the information that a supervisor could observe and record firsthand and to primitive counting devices. In the computer age surveillance can be instantaneous, unblinking, cheap, and maybe most importantly, easy.

— Carl Botan and Mihaela Vorvoreanu (YYYY) 'What Do Employees Think About Electronic Surveillance at Work?' p.126

1. Botan and Vorvoreanu (YYYY) argue that in earlier times monitoring of employees was restricted to the information that a supervisor could observe and record firsthand. In the modern era, monitoring can be instantaneous, inexpensive, and, most importantly, easy.
2. Botan and Vorvoreanu (YYYY) argue that before employees could be monitored but this was restricted to the information that a supervisor could observe and record by himself. In the modern era, monitoring can be instantaneous, cheap, and, most importantly, easy.
3. Botan and Vorvoreanu (YYYY) claim that the nature of workplace surveillance has changed over time. Before the arrival of computers, managers could collect only small amounts of information on their employees based on what they saw or heard. However, because computers are now standard workplace technology, employers can monitor employees efficiently.

Paraphrasing

Read the following sentences carefully, and then rewrite them using your own words. Change the vocabulary and sentence structure, but do not change the author's intended meaning.

1. 'The more a product is associated with long-standing usage habits, the less internationally marketable it is'. *From: Martin van Mesdag "Winging it in Foreign Markets"*
2. 'Prohibition creates crime, and so gives rise to fiercer dangers than the medical and social ones it is intended to avert.' *The Economist (1989) "Drugs: It Doesn't Have to Be Like This"*
3. 'Cross-border cultural exchange increases diversity within societies – but at the expense of making them more alike.' *Philippe Legrain (2003) "In Defense of Globalization"*
4. 'Cross-cultural exchange can spread diversity as well as greater similarity.' *Philippe Legrain (2003) "In Defense of Globalization"*
5. 'You sell not what the greatest number of customers finds acceptable; instead you sell what a minority of consumers is very keen on.' *Martin van Mesdag (1987) "Winging it in Foreign Markets"*
6. 'Yet many of the effective visual themes in today's print advertising germinated in older ad campaigns.' *Julia M. Collins (1989) "Image and Advertising."*
7. 'In 1987, one of the most controversial ads ever to appear in print confronted the American public with a painful subject that could not be graphically portrayed.' *Julia M. Collins (1989) "Image and Advertising."*
8. Scholars in the humanities often pay lip service to interdisciplinarity, but "Travel and Transformation" exists only because specialists from so many different areas worked together to build it. *Jennifer Howard (2007) "Harvard Humanities Students Discover the 17th Century Online"*
9. 'Harvard has entered the final stage of its multiyear evolution from the static core-curriculum model to what it hopes will be a hands-on, interdisciplinary species of general education.' *Jennifer Howard (2007) "Harvard Humanities Students Discover the 17th Century Online"*
10. 'With its blend of digital innovation and scholarship, "Travel and Transformation" may be the humanities course of the future.' *Jennifer Howard (2007) "Harvard Humanities Students Discover the 17th Century Online"*