

Task 1

- 1. What is the meaning and function of the word *however*? Use it to join the two sentences below. Pay attention to the place of the linking word, the punctuation and the order of the sentences.
 - As publishers offer e-books at lower prices, and e-readers become cheaper and more available, e-books will almost certainly outnumber physical books.
 - The physical book may not go extinct completely, because it offers certain subjective experiences not replicated exactly by electronic media.
- 2. Study how the word *however* is used to join sentences. Go to the following address and register for a free account. Then follow the instructions below:

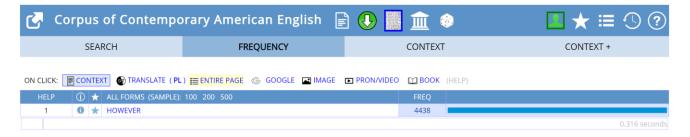
Corpus of Contemporary American English (COCA) https://www.english-corpora.org/coca/

• In the 'SEARCH' > 'List' tab, type *however* in the query box. Next, click on the 'Sections' button and scroll down the list. Select 'MAG: Soc/Arts' which stands for magazine articles devoted to the topics of arts and social issues. Then press the button 'Find matching strings'.

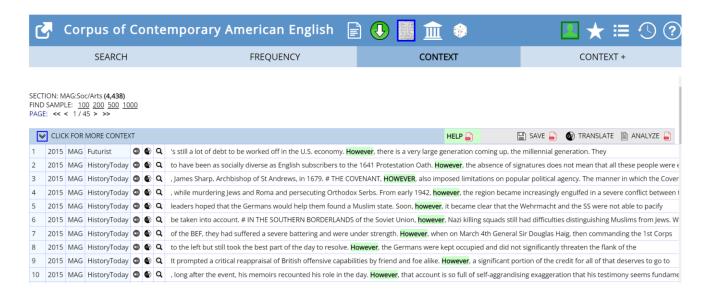
however



The next screen displays the frequency of the search word in the selected section of the corpus.



• Click on the word *however* to see it in different contexts (co-called concordance lines). Explore this screen by clicking on active links to discover what additional information can be found on the page.



• Select a random sample of 100 concordances by clicking on the number '100' in the upper left corner of the screen. Study the lines and focus on the position of the word *however*. What different positions can it take in a sentence? In which positions is it most and least frequent? If you can't see the whole sentence, click on the number next to the line, in the leftmost column. This link will take you to a larger section of the text. You will also see the information about its source.



Expanded context

and in values, "said Michael Maccoby, author of Why Work. Work is moving from the farming/craft paradigm through the manufacturing paradigm and toward a learning paradigm, he said." In a learning paradigm, needs at work include team work, self-development, marketability, and equity, or fairness. In the new paradigm, there's lots of failures, but without them, you don't learn. In the old paradigm, no one ever admitted failures." Maccoby believes that tomorrow's workers will easily adapt to the learning paradigm at work. "The new workers are self-developers who learned to be independent from being raised in day care," he pointed out. These early experiences have equipped young people for future work that requires independence and interdependence. These independent young people will need help in learning interdependence, however." As we move toward the next millennium, individualism is being reshaped, "said Floretta McKenzie, former superintendent of schools for the District of Columbia." We need to help young people work in teams. "Teamism" is taking place already in businesseseven lawyers, doctors, and agencies in social services are working in teams. "Because the nature of work is changing, she said, education must enable students to keep up: "Teamism must grow, and we must train young people how to work together. Yet in colleges, they no longer encourage study groups." Business should make more use of women in leadership, argued Judith B. Rosener, author of America's Competitive Secret: Utilizing Women as a Management Strategy. A command-and-control model dominates in most organizations, but an integrative style favored by women leaders will be more effective in the virtual organization.

• If you can't access the corpus, study the page available here [LINK 2-1].

Task 2

1. Study the sentences below drawn from the same corpus. They illustrate different positions of the word *however*. Match them with appropriate descriptions.

At the beginning of the contrasting sentence or clause.	
Inside the contrasting clause.	
At the end of the contrasting sentence or clause.	

- a. As discussed, considerable attention and research has focused on the factors shaping public perceptions of climate change. To date, **however**, there has been little analysis of how similar factors might influence the perceptions of scientists and environmentalists as a political community.
- b. Blogs are social media because of the commenting and blogger profiles, **however**, they are not social media due to the fact that there is not usually just a one on one communication happening.
- c. Counter balance to his narrative can be found in Lanier (2010) and Carr (2010), who both make humanistic pleas for caution in the face of technological determinism. Neither denies the effect digital technology is having on society, **however**.
- d. Finally, this study was by no means exhaustive of the sexual motives, self-image indices, attitudes, or behaviors that could potentially predict adolescents' contact with media. It is our hope, **however**, that this exploratory study will call greater attention to the need for quantitative research on the topic of adolescents' selection of, attention to, and evaluation of sexual content in the media.
- e. For example, we would never track the Cost Per Tweet since its result is meaningless. **However** we can (and do) track the number of tweets over a given time and the corresponding increase in traffic.
- f. I felt great about getting into blogging and the content I was producing. **However**, I'm too impatient to rely only on my site's traffic to build a large audience and too frugal to invest ad dollars into my blog, The Point.
- g. That ordinary citizens could create content and share it online is not new; the idea of a shortcut to rapid, widespread attention for such content, **however**, was unprecedented.
- h. There are no reliable academic studies of the amount of time children spend with television. Two Montevideo companies calculated ratings for the TV advertising industry, **however**.
- i. This is an editing -- not shooting -- internship, **however** there are ample opportunities for motivated interns to work on special projects and publish their work.
- j. This Web page or rather "scrollpage" is really out of date as far as web design is concerned. Content is very interesting **however**.
- 2. Go back to the sentences containing however inside. Where exactly within a sentence can it be located?

Task 3

Join the sentences below with the linking expression word. Produce different versions by altering the position of however.

- a. Survey participants rated The Sun just 3.7 of 10 as a trusted source of news, making it one of the least trusted sources, in the bottom five. The newspaper is the second most read in the country (National Readership Survey NRS, 2017; see Table 1).
- b. This parental control is analogous to the V-chip in televisions and provides a way to keep undesirable material from children The use of this software has not been found to be widespread or consistently applied by parents.

manipulation, censorship, espionage, human trafficking, data theft, child abuse and many other unfavorable activities.

- c. By enabling access to an abundance of information, the Internet has promoted liberal, democratic (Western) values, as well as the development of independent, self-directed, and responsible citizens who represent these values.
 At the same time it should be recognized that the Internet has also widely accommodated swindling, international crime, terrorism, political
- d. Historically, American researchers have seen exposure, a term used to indicate time spent with media, as the key to media effects.

 This is problematic because measures of exposure tell us nothing about the context of viewing/listening or the amount of attention paid to the sexual components of media content.
- e. Ten years ago, most of what I would have learned would have come from the TV news or the New York Times the day after. Five years ago, it was the New York Times or other traditional media websites that I probably would have turned to. Today, for me at least, it's Twitter, YouTube, Wikipedia and then the New York Times website.
- f. Overall, these studies found that media multitasking was most prevalent in the U.S. compared with any of the other countries.

 Explanations were sought in different predicting factors -- namely, audience (e.g., demographics), media (e.g., screen ownership), and cultural (e.g., polychronicity; the preference of doing multiple things at the same time) factors.

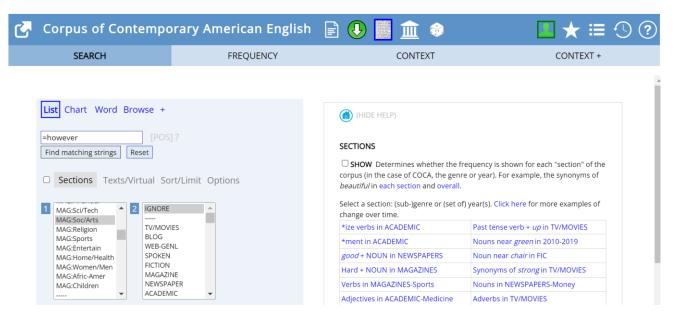
 No research has looked at all three types of predictors within the same study.

Task 4 (Extension)

Study the synonyms of the word *however* in the corpus. Follow the instructions below:

Corpus of Contemporary American English (COCA) https://www.english-corpora.org/coca/

• In the 'SEARCH' > 'List' tab, type = however in the query box. Next, click on the 'Sections' button and select 'MAG: Soc/Arts'. Then press the button 'Find matching strings'.



• The next screen displays the synonyms found in the selected section of the corpus together with their frequencies. Which are the most and least frequent linking expression marking contrast?



- Select at least two words from the list and study them in context by following the same stems as in Task 1. Note their possible positions in sentences.
- If you can't access the corpus, study the page available here [LINK 2-2].