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*Professional Communication Skills for Research Publication:
Creating and Managing Research Space*

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ABSTRACT

With the recent emphasis on research and publication in higher education, professional communication skills are seen as key contributors to academic performance in disciplinary and interdisciplinary research. Drawing on recent research on the analysis of journal articles in various disciplines (Bhatia, 1993, 2004, 2010; Swales, 1990, 2004), I will identify and discuss the role of rhetorical structuring and a number of other academic skills and strategies for successful performance in disciplinary and interdisciplinary research publication.

References

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Organization of the Presentation



Research Article and Conference Abstracts



Rhetorical structuring in Research Articles



Literature Review-Appropriating published knowledge



Publishing in international Journals



Research Article and Conference Abstracts



Research Article Abstracts

An abstract is an abbreviated, accurate representation of the contents of a document, preferably prepared by the author(s) for publication with it.

[The American National Standards Institute, 1979:1]



*Abstract is an **advertisement** of the article*

A good abstract

- *generates interest,*
- *is precise, succinct, unambiguous,*
- *is accessible to readers, and*
- *is accurate representation of the article.*

Purpose

What did the author do?

Methodology

How did the author do it?

Findings

What did the author find?

Conclusions

What did the author conclude?

The situational specificity hypothesis of selection procedure validity makes two predictions. The first is that variation in observed validities across settings is caused by real differences in job performance. Validity generalization studies to date have provided disconfirming evidence for this prediction. The second prediction is that if situation is held constant, then validity findings will not vary from study to study. This article tests this prediction empirically using data from unique series of studies reported by Bender and Loveless (1958). The results are contrary to the situational specificity hypothesis and consistent with hypothesis that variation in observed validities is due to statistical and measurement artifacts that are unrelated to situations and settings. It is concluded both major predictions of the situational specificity hypothesis have now been empirically disconfirmed.

Schmidt FL, Hunter JE. (1984). 'A within setting empirical test of the specificity hypothesis in personnel selection', *Personnel Psychology*, 37,317-326.



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PURPOSE

METHODS

RESULTS

CONCLUSIONS

This paper critically examines two latent theoretical assumptions underlying contemporary research in court practices: (1) that legal and social factors in criminal justice processes are empirically and conceptually separable; and (2) that such factors operate in a uniform fashion throughout criminal processing. We focus on the defendant's prior criminal record as an important example of a factor traditionally conceptualized as "legal" and distinguished from social factors. We use a co-variance analysis of the effects of prior record of several court processes to examine the interplay between prior record and defendant's social background. Our analysis demonstrates that prior record operates to condition the impact of social factors on criminal justice processes. Thus, social and legal factors are not as readily separable as is typically assumed. Moreover, we find considerable variation in the determinants of court processing from one stage to the next, suggesting that the choice of stage for analysis may condition findings. We conclude with a consideration of the implications of our findings for research aimed at evaluating major theoretical models of criminal justice process, and for research within alternative frameworks.

Horan, Patrick M, Myers, Martha A, (1982) 'Prior record and court processes: The role of latent theory in criminology research', *Sociology and Social Research*, 67, 1, (40-57).

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PURPOSE

METHODS

RESULTS

CONCLUSIONS

As can be seen: **Lexical bundles and disciplinary variation**

Abstract

An important component of fluent linguistic production is control of the multi-word expressions referred to as clusters, chunks or bundles. These are extended collocations which appear more frequently than expected by chance, helping to shape meanings in specific contexts and contributing to our sense of coherence in a text. Bundles have begun to attract considerable attention in corpus studies in EAP, although the extent to which they differ by discipline remains an open question. This paper explores the forms, structures and functions of 4-word bundles in a 3.5 million word corpus of research articles, doctoral dissertations and Master's theses in four disciplines to learn something of disciplinary variations in their frequencies and preferred uses. The analysis shows that bundles are not only central to the creation of academic discourse, but that they offer an important means of differentiating written texts by discipline.

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PURPOSE

METHODOLOGY

FINDINGS

CONCLUSIONS



Rural and Urban Attitudes toward Immigrants in the U.S. Midwest and Great Plains

Abstract:

Recent immigration has transformed much of the Midwest and Great Plains regions of the United States, affecting its rural and urban areas through dramatic increases in the foreign-born population and in particular Latino immigrant populations. This study examines three theories of prejudice: Perceptions of threat, contact with immigrants and a cosmopolitanism outlook, in predicting rural and urban attitudes toward immigrants in Nebraska, a state experiencing a substantial rise in immigrant populations. We use a large, randomly drawn sample of individuals across the state of Nebraska. Using ordinary least squares methods we show that the effects of perceived threat, contact and a cosmopolitan outlook vary within and between rural and urban areas of the state. Perceived threat was found to have the greatest negative effects on attitudes toward immigrants for those who live in small cities and the open country or on farms, while contact with immigrants and a cosmopolitan outlook was found to have the greatest positive effect on attitudes for those living in large cities and for towns. Implications for growing the Latino population are discussed.

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Move 1

PURPOSE

Move 2

METHODOLOGY

Move 3

FINDINGS

Move 4

CONCLUSIONS

Understanding the Effects of Crime on Women: Fear and Well-Being in the Context of Diverse Relationships

Abstract: The risk-fear paradox, whereby people who experience the least criminal victimisation report the greatest fear of crime, has been established in the extant literature. That this paradox is gendered, notably that women report greater fear yet are less likely to experience crime, has also been consistently identified. However, there remains a largely unanswered call to explore further the distinctive experiences of women and men. There are likely to be substantial within-group differences as well as between-group differences in experiences of crime and reported fear of crime. For instance, women may experience fear differently by relationship type. Specifically, women in non-traditional families, notably same-sex couples and single, divorced and widowed women may be more fearful. Therefore, for women, the risk-fear paradox may not function equivalently across relationship types. What is more, the impact of experiencing crime may have broader effects on women's well-being, with those in families with complex needs shouldering a greater burden. We apply 2012 European Social Survey data to investigate reports of experiencing crime, feeling unsafe and anxious and sleeping restlessly for a sample of European women ($n = 28,768$). Our results demonstrate that single, separated and divorced women are more likely to experience crime than married women. Divorced and widowed women, as well as those who experience crime, are more likely to report feeling unsafe. Single women, compared to married women, who experience crime are more likely to feel anxious and sleep restlessly. Our results indicate that crime has differential effects on women by relationship type particularly regarding well-being. These findings offer important nuance to the experiences of women.

Hanley, Natalia and Ruppner Leah, (2015): 'Understanding the Effects of Crime on Women: Fear and Well-Being in the Context of Diverse Relationships', *Social Sciences*, 4, 2, (276-293).

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Move 1

PURPOSE

Move 2

METHODOLOGY

Move 3

FINDINGS

Move 4

CONCLUSIONS



Traditional approaches to intonation have relied on the voice, as the main source of information, but this excludes several kinds of relevant data, in particular the eyebrows. A new approach to the study of intonation is therefore required. In a study of eyebrows movement in a middle-aged male and female population (30 subjects) all nuclear tone movements can be predicted from the eyebrow transcription. This finding is particularly relevant for trace theory. Empirical evidence for the existence of traces might be found in the area of the brain responsible for eyebrow control. Furthermore there are points of connection with recent work in genetics.



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Purpose

Methods

Results

Conclusions



In a study of eyebrows movement in a middle-aged male and female population (30 subjects) all nuclear tone movements can be predicted from the eyebrow transcription.



In a study of eyebrows movement in a middle-aged male and female population (30 subjects) all nuclear tone movements can be predicted from the eyebrow transcription.

Purpose

Methods

**Results and
Conclusions**



Research Articles in International Journals

Structure of a Journal Research Article



[Adapted from Hill et al, 1982]



Research Article Introductions

Functions of Different Rhetorical Sections

INTRODUCTION

to set the research within a context

to create research space for the work

to persuade the reader that the research is important

to raise questions, if necessary

METHODOLOGY

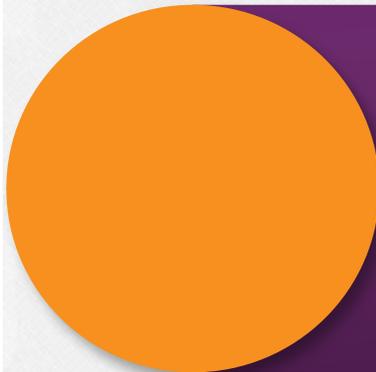
to describe the method, apparatus, procedure etc.

to persuade the reader that study was rigorous and accurate.

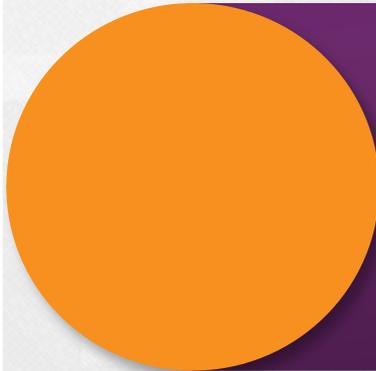
to enable the work to be evaluated or replicated, if necessary.



RESULTS



to display the observations/results of the study



*to convince the reader that the observations/
results are accurate*

CONCLUSIONS

to discuss the results

to answer the question(s) raised in the introduction

to persuade the reader to change his view of the field

to deal with any possible objections and criticisms

to suggest possible applications



Research Article Introductions

Three-Move Structure: A CARS MODEL

(Swales: 1990)

Establishing a territory

- *Claiming centrality* and/or
- *Making topic generalization* and/or
- *Reviewing items of previous research*

Creating a niche

- *Counter claiming* or
- *Indicating a gap* or
- *Question raising* or
- *Continuing a tradition*

Occupying the niche

- *Outlining purpose(s)* or
- *Announcing present research*
- *Announcing principal finding*
- *Indicating RA structure*

↓
Declining
rhetorical effort

↓
Weakening
Knowledge claims

↓
Increasing
explicitness

SELF-MONITORING, as conceptualized by Snyder (1972), was thought to encompass five underlying dimensions: (a) concern for appropriateness of social-behavior; (b) attention to social comparison information; (c) ability to control or modify self-presentation; (d) use of this ability in particular situations; and (e) cross-situational variability of social behavior. Factor analytic examination of Snyder's self-monitoring scale by Briggs, Cheek, and Buss (1980), however revealed an underlying factor structure consisting of three dimensions: (a) acting ability, (b) other-directedness, and (c) extroversion. This clarification of what is measured by the scale is germane to the research question examined here: Do self-monitoring and competence contribute differentially for males and females in the determination of social interaction?

Several recent studies have revealed differences between American males and females in the degree to which self-monitoring behaviour predicts emergent relationship and verbal participation in groups. Garland and Beard (1979) found that in same-sex trios working on an interactive task (brainstorming) high self-monitoring females emerged as leaders. For males, however, self-monitoring did not predict emergent leadership.

These results were affirmed and amplified by Oddous (1983), in a study of long-term discussion groups that revealed that higher levels of self-monitoring corresponded directly to increased likelihood of emergent leadership for females but not for males. The primary predictors of emergent leadership for males were commitment and competence.

Because the influence of competence might be expected to vary with the specific context, two studies were conducted: one used a task on which males would be expected to do better, the other a task on which females would be expected to excel.

[Stimpson, Robinson and Gregory, 1987, 159-162]

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Establishing
a territory

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Establishing a niche

Occupying a niche

Ken Hyland (2008): 'Small bits of textual material': A discourse analysis of Swales' writing', *English for Specific Purposes* 27 (143–160)

John Swales has been the single most influential figure in the emergence of ESP as a force in English language teaching. He has reinvented himself several times over the past 35 years, keeping one step ahead of both the field and his critics in an environment which has not always been hospitable to his innovative approaches to language description and pedagogy. Almost single-handedly at first, he carved a distinct space for ESP by insisting that language use is always related to social contexts and that practice should always be firmly grounded in theory. These ideas often struggled in a world where prevailing fashions focused on an idealized linguistic competence and psycholinguistic notions of acquisition and learning. The fact that the concepts of genre, discourse analysis, textography, community and consciousness raising have now established themselves, and in many cases supplanted these earlier ideas, is testament to John's defining influence on the field. But while some considerable effort has been spent in extending, elaborating or challenging Swales' ideas, less has been said on his writing style and the language he has employed to construct his ideas and reputation.

In this paper I squeeze into this, admittedly very narrow, research gap to explore how John uses language to position himself, present his ideas and interact with his readers. Such acts of self-representation are sometimes referred to as voice, stance or persona, but unlike some treatments in rhetorical and literary-critical theory, I do not see this as just an individual expression of authoritativeness or authorial presence. On the contrary, all writing contains 'voice' as it is this which situates us culturally and historically and allows us to locate ourselves in our communities through the linguistic resources our disciplines make available. But as John's writing reveals, these culturally recognisable forms do not produce a conformity to rigid prescription but represent boundaries broad enough to allow even the most individual, even eccentric, individuals to engage their colleagues effectively.

Using techniques from corpus linguistics and a predilection for the features of interaction in texts, I interrogate a 340,000 word corpus of John's published writing to characterise something of the Swales' style and his use of language to establish himself and his views. In particular, I focus on what appears to be the central features of this corpus as revealed through frequency, keyword and concordance analysis: that is, a highly personal, modest and interactive style. To begin with I look at some of his preferred terms and make comparisons with a larger applied linguistic corpus to see what distinguishes his work from the herd, but first, a few words about the corpora.

‘Small bits of textual material’: A discourse analysis of Swales’ writing

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Move 1
Establishing Territory

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Move 2
Creating A Niche

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Move 3
Occupying the Niche

Rural and Urban Attitudes toward Immigrants in the U.S. Midwest and Great Plains

¹Miguel Ceballos, ²Oksana Yakushko and ³Courtney Lyons

Introduction

Recent immigration has transformed much of the Midwest and Great Plains regions of the United States, affecting its rural and urban areas through dramatic increases in the foreign-born population (USCB, 2005). Many communities in these regions have undergone a demographic transformation due to a significant influx of immigrants and refugees over a relatively short period of time (Gouveia et al., 2005; USCB, 2005). With the rise in the number of immigrants to nontraditional destination states, the potential for a risen hostility, resentment and feelings of competition toward immigrants has increased. In addition, a significant proportion of this immigration to rural areas is due to economic growth and transformation of the regions. In this study we build on this research by examining the heterogeneity of attitudes toward immigrants within and between rural and urban areas. We focus on the experience of immigration to the state of Nebraska in order to more closely understand the characteristics and correlates of these attitudes related to the increased immigration in the Midwest and Great Plains regions of the United State. First, we examine whether there is variation in attitudes toward immigrants within and between the rural and urban areas in the state. Then we analyze these differences within the context of the theories of threat, contact and cosmopolitanism to determine if they influence attitudes toward immigrants differently by region.

Recent immigration has transformed much of the Midwest and Great Plains regions of the United States, affecting its rural and urban areas through dramatic increases in the foreign-born population (USCB, 2005). Many communities in these regions have undergone a demographic transformation due to a significant influx of immigrants and refugees over a relatively short period of time (Gouveia et al., 2005; USCB, 2005). With the rise in the number of immigrants to nontraditional destination states, the potential for a risen hostility, resentment and feelings of competition toward immigrants has increased. In addition, a significant proportion of this immigration to rural areas is due to economic growth and transformation of the regions. In this study we build on this research by examining the heterogeneity of attitudes toward immigrants within and between rural and urban areas. We focus on the experience of immigration to the state of Nebraska in order to more closely understand the characteristics and correlates of these attitudes related to the increased immigration in the Midwest and Great Plains regions of the United State. First, we examine whether there is variation in attitudes toward immigrants within and between the rural and urban areas in the state. Then we analyze these differences within the context of the theories of threat, contact and cosmopolitanism to determine if they influence attitudes toward immigrants differently by region.

Move 1

ESTABLISHING
TERRITORY

Move 2

CREATING NICHE

Move 3

OCCUPYING THE
NICHE

Article Introduction

Abstract

1

Recent immigration has transformed much of the Midwest and Great Plains regions of the United States, affecting its rural and urban areas through dramatic increases in the foreign-born population (USCB, 2005). Many communities in these regions have undergone a demographic transformation due to a significant influx of immigrants and refugees over a relatively short period of time (Gouveia et al., 2005; USCB, 2005). With the rise in the number of immigrants to nontraditional destination states, the potential for a risen hostility, resentment and feelings of competition toward immigrants has increased. In addition, a significant proportion of this immigration to rural areas is due to economic growth and transformation of the regions.

2

In this study we build on this research by examining the heterogeneity of attitudes toward immigrants within and between rural and urban areas.

3

We focus on the experience of immigration to the state of Nebraska in order to more closely understand the characteristics and correlates of these attitudes related to the increased immigration in the Midwest and Great Plains regions of the United State. First, we examine whether there is variation in attitudes toward immigrants within and between the rural and urban areas in the state. Then we analyze these differences within the context of the theories of threat, contact and cosmopolitanism to determine if they influence attitudes toward immigrants differently by region.

1

Recent immigration has transformed much of the Midwest and Great Plains regions of the United States, affecting its rural and urban areas through dramatic increases in the foreign-born population and in particular Latino immigrant populations. This study examines three theories of prejudice: Perceptions of threat, contact with immigrants and a cosmopolitanism outlook, in predicting rural and urban attitudes toward immigrants in Nebraska, a state experiencing a substantial rise in immigrant populations.

2

We use a large, randomly drawn sample of individuals across the state of Nebraska. Using ordinary least squares methods we show that the effects of perceived threat, contact and a cosmopolitan outlook vary within and between rural and urban areas of the state.

3

Perceived threat was found to have the greatest negative effects on attitudes toward immigrants for those who live in small cities and the open country or on farms, while contact with immigrants and a cosmopolitan outlook was found to have the greatest positive effect on attitudes for those living in large cities and for towns.

4

Implications for growing the Latino population are discussed.



*Research Article-
Discussion and Conclusions*

Structure of Discussion and Conclusion

- *Summarizing Key findings*
- *Indicating value of key findings*
- *Interpreting key findings in context of what others have done*
- *Suggesting implications and application, if necessary*
- *Accepting limitations, if any*



Summarizing Key findings

- *Summary of key findings*
- *Avoid repeating what has already been said*
- *Reframe quantitative data in your own words*
- *Never claim anything your data do not support*

Indicating value of key findings

- *What do the findings mean?*
- *Are the findings consistent with or contradict previous research*
- *Explain contradictions, if any*
- *Offer a brief comparison, if necessary*
- *Be very strategic and hedge your claims, if necessary*

Implications

- *How can the findings can be interpreted more generally?*
- *What are the implication for theory, methodology, framework?*
- *How can theory be improved, developed, or changed?*
- *What are the possible applications in other contexts, situations, fields?*
- *Do the findings change our present view of the world?*

Limitations

- *Be open and straightforward about limitations, if any*
- *Indicate any outstanding issues or problems*
- *Be strategic about them without undermining key findings*

The main purpose is to preempt any criticism by a reviewer and to show your awareness of the limitations

Introduction



Methodology



Results



Conclusions



Establishing a territory
Creating a Niche
Occupying the Niche

Method/Procedure
Convincing of Rigour
Possibility of Replication

Observation/Findings
Persuading Accuracy of findings

Discussing Value of Findings
Answering questions raised
Anticipating questions/Limitations
Suggesting Applications



The Discussion should answer the two deadly questions facing all research:

So What's the big deal?

Why should we take it seriously?



Literature Review:

Re-conceptualizing disciplinary knowledge



Re-conceptualization means:

- *Understanding existing knowledge*
- *Appropriation, legitimate borrowing, but not stealing*
- *Ownership of existing knowledge*
- *Conventions of proper referencing*

Literature review is not an isolated single section of the research article

It is an account of previous knowledge that every researcher needs to make use of for:

- To Show one's understanding of and relevance to the present research throughout the article*
- To seek relevant support for making any claims in the present research*
- To question or dispute others' claims*
- To support others' claims*

What is literature review?

Reviewing published literature is an important academic skill, which is often used in research

- To situates new research focus within the context of the available research;
- To critically report published literature relevant to new research; and
- To identifies any gaps within available knowledge that the new research is meant to address.

The purpose of the review is to:

- define and limit the problem you are working on
- place your study in an historical perspective
- emphasize that the new research is not duplication
- evaluate research methods relevant to new research
- relate new findings to available knowledge

A good literature review is critical of what has been written, identifies areas of controversy, raises questions and identifies areas which need further research, thus creating research space for new research.

Plagiarism

- Plagiarism is the using of someone else's words or ideas, and passing them off as your own.
- A sure way to avoid it is to record short extracts of text verbatim i.e., using the exact words of the author, rather than putting the idea into your own words at the point where you are still reading.
- You will need to put inverted commas around the exact quote, and record the page number on which it appears.

Plagiarism

- This has the advantage that, when you come to use that example in your writing up, you can choose:
- to use the exact quote in inverted commas, with the reference and page number; or
- to describe it in your own words, and use the standard reference format, without the page number, to acknowledge that it was someone else's idea.



How do you avoid plagiarism, and still appropriate available disciplinary knowledge and still own it legitimately?



What kinds of skills and strategies they use?

Appropriation of relevant aspects of available disciplinary knowledge using rhetorical strategies, such as:

 *Recontextualisation,*

 *Reformulation,*

 *Reframing or*

 *Resemiotization*



Recontextualisation

- The process to extract other's text, idea, point of view, or meaning from its original context to make use of it in another context.
- As the meanings of texts depend on their context, recontextualisation implies a change of meaning and often its communicative value.

Reformulation

Reformulation is used to achieve mutual understanding :

- *To avoid misunderstanding*
- *Avoid unintended conflict*
- *To understand real intentions*
- *To clarify meaning*



Reformulating Techniques:

Repeating the last words of the sentence.

"If I understand you correctly,"

"in short ...",

"what you say ..."

followed by a sentence which may be a summary, the same sentence, or a synonym

Reframing

- To change the conceptual setting or viewpoint in relation to which a situation is experienced, and
- to place it in another frame which fits the 'facts' of the same situation equally well, and
- thereby change its entire meaning.

Reframing serves several purposes:

- to clarify the perception of certain issues to and new ideas or to explore new actions or solutions;*
- to help the participants' understanding of their interests in order to examine new ways of managing conflict;*
- to understand perspectives differently to identify and discuss issues; and*
- to identify differences which cannot be reconciled and to manage conflict, which otherwise seem irreconcilable.*

Resemiotisation

- *How meaning making shifts from context to context, from practice to practice, or from one stage of a practice to the next.*
- *Translation from one semiotic mode to another*
- *Resemiotisation focuses on how meaning making negotiated or made more accessible by using different modes of communication.*

Rick Iedema (2003)



Publishing in International Journals

*Genre
Knowledge*

*Background
Search*

*Preparing
Manuscript*

*Managing
Reviews*

Publishing in International Journals

Key Aspects

Journal Relevance: Academic Match-Making

Academic Writing Style; Evidence-based arguments

Convincing and persuasive and value of findings

Genre Knowledge

- Journal research article as a genre, with its own academic conventions members of academic community must follow.

Some of the conventions of research writing are:

- It is an original piece of research in terms of the norms of inquiry of a field or discipline.
- It indicates what kind of research was done, how it was done, what was the outcome, or findings, and concludes by claiming a certain value attached to the findings.
- In addition, it is often situated within the relevant academic research tradition.



Choice of a Suitable Journal

Criteria for the choice of Journal

- Specialization of the journal
- Acceptance rate as well as submission rate.
- Expected readership: intra- or interdisciplinary.
- Nature of peer review: single-blind or double-blind.
- Journal's web site: Criteria and procedure for Manuscript review

International Journals

Preparatory Considerations

- Familiarity with journal's expectations
- Average length between 5000 to 7000 words
- Pre-submission to the Editor, if unsure
- Joint authorship can be an advantage, if publishing initially.
- New authors should test their research by presenting it in a conference

Managing Reviews

- Revision and resubmission is **NOT A REJECTION**.
- The Rejection Letter as a source of information
- Rejection is not always a reflection of poor research
- Revision and resubmission are quite normal
- Editors often provide reviewers' reports, which is free advice for revision after which one can consider another journal.

Text-external
resources



Text-internal
resources





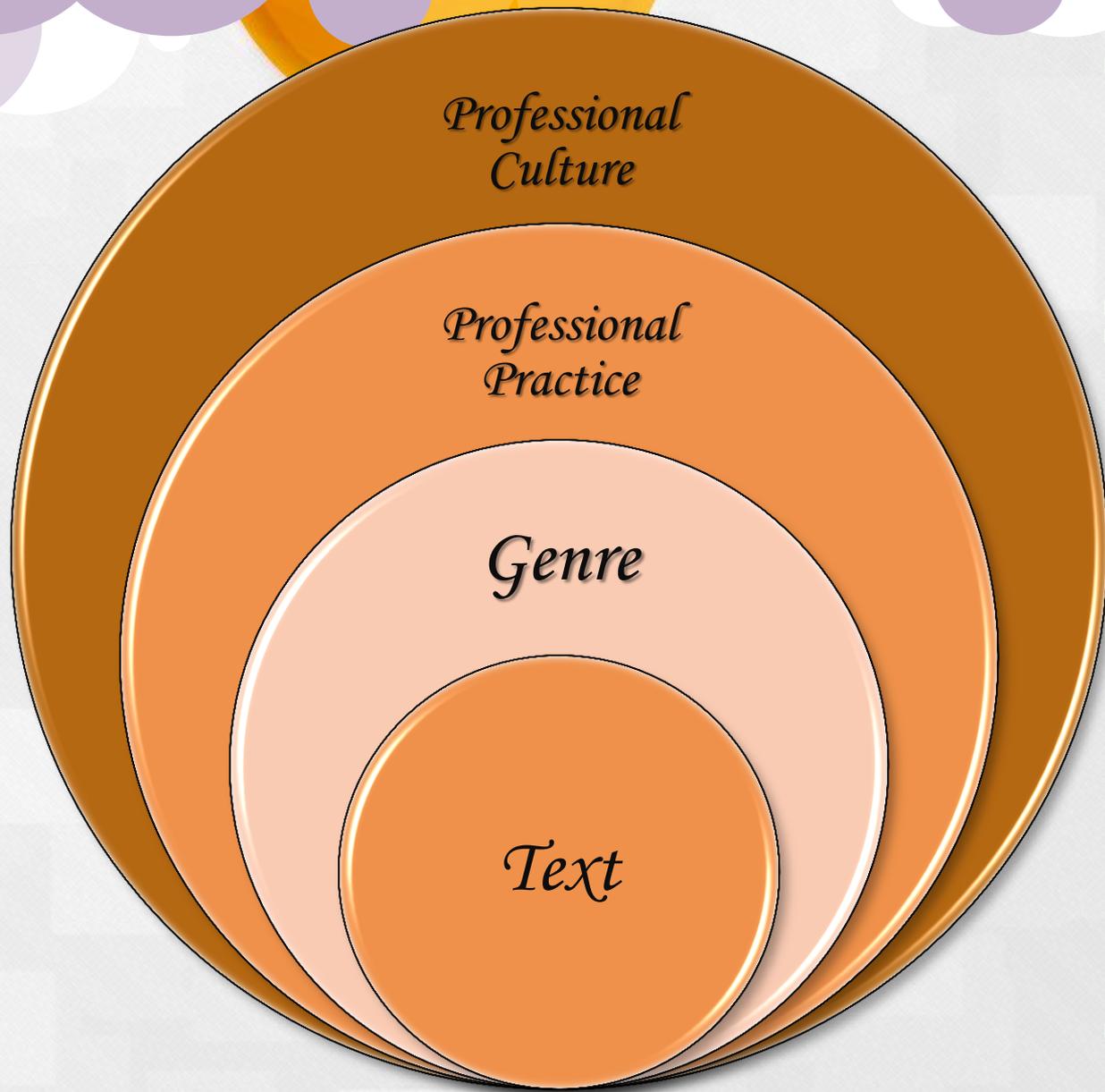
'Discursive Space' is an aspect of academic, professional, and at the same time, physical space that we all tend to have in our sub-conscious mind that encourages us to social actions that appear to be appropriate and useful in a given rhetorical context.

When this kind of academic or professional space is at the interface of two or more genres, professional or academic practices or disciplinary cultures, it becomes interdiscursive.

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PRAGMATIC
SUCCESS

PERFORMANCE

DISCOURSE

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