

Memo

To: Sarah Shoemaker

From: Jordan Poll

Date: November 12, 2014

Re: A copyedit of “The Results of the Evolution of Language: An Analysis of the Word *Bad*”

Overview

The purpose of this memo is to describe the editing suggestions I have made in a review of the “The Results of the Evolution of Language: An Analysis of the Word *Bad*”. This piece will be included in a portfolio and submitted for grading as an academic paper. My analysis of the material includes both a general guide to the types of changes I’ve suggested, a discussion of some specific examples, general commentary, and queries for the author. Attached to this document is a clean, marked copy of the paper as well as a style guide.

Broad Changes

Developmental

A lot of my queries are actually developmental in nature. While your paper did have a lot of great information, there were still a few questions I felt were unanswered. I also thought there was a lack of analysis of this great research you conducted so I tried to phrase my queries as questions to inspire further analysis. For example, I recommended adding such topics as slang in the intro, expanding on the concepts such as “different cultures” and how they each use the word bad uniquely, brainstorming well known “badass” examples, and to consider the following questions in regards to the research presented “why is this information important? What does this mean for the reader? How does it connect to your thesis? How does it relate to the analytical point you make in the paragraph itself?” to inspire critical analysis.

Language Revisions

There are some terms that I recommended changing or adding throughout the essay for clarity, further connection to the thesis, and accuracy. For example, such terms as “generations”, “cultures”, “English language” and “communication” are used in the intro in connection to the thesis.

However, they aren’t followed up on in the later body paragraphs. I tried to add them in to make the paper’s thesis and the connection of each point in the following paragraphs to that thesis clear.

Punctuation Revisions

I didn't make many punctuation corrections. The majority of the ones I did make involved inserting missing words and commas. However, the few other grammatical corrections I did see, such as adding a missing apostrophe "s" to "Obama" and rearranging to get rid of the dangling modifier of "alluring" on page 4, I tried to explain rather than make just the changes so you can follow my thought process as an editor as well as a reader.

Structural Revisions

A lot of this research paper is presenting material rather than analyzing it. Also, there are points mentioned briefly in the intro and some body paragraphs and then aren't discussed further. Therefore, I tried to encourage further development in general and of certain points by rearranging of some sentences and paragraphs and adding special terms for more fluidity, transition, progression, and clarity. For example, I recommended transforming the first sentence of the last paragraph into a paragraph of its own because of the insight that could be pulled from it. I also recommended moving paragraph 9 to right after paragraph 2 because of their similar concepts which would promote flow and add a contrast between generations as mentioned in the thesis statement.

Citations

Make sure to credit all the information taken from another source within the text as well as in the footnote and bibliography. For example, according to the *Chicago Manual of Style*, the very first sentence of the second paragraph needs to be accredited to the Oxford English Dictionary Online even though it is marked in the footnotes.

Examples of Specific Revisions

Formatting

I recommend double-spacing the heading section as well as having matching page markers and numbers for every page. Right now the first page doesn't have a page number. I also recommend italicizing single word references for consistency. For example, because "bad" is italicized rather than in quotation marks the majority of the time so should "badass", "bad guy", and "bad bitch(es)" for consistency.

Repetitive Words/Phrases

There were a few repeated terms, phrases, sentences, and concepts throughout the paper. I changed them for the most part and added comments to clarify why I made the changes. For example, in the intro, I recommended deleting "throughout history" because having it followed by "as time passes" sounded repetitive and took away from the powerful, attention grabbing nature of the first sentence of the work. I also recommended replacing a few "modern society" with "society today" or "current society" throughout the paper to mix things up and make it so the work doesn't sound overly repetitive.

Sentence Arrangement

A few sentences throughout the essay were phrases either in an awkward or a confusing way that made their messages either extremely difficult or impossible to decipher. Because most of these corrections are my personal opinions, I made my recommended corrections within the comments. For example, the sentence "However one can evaluate the use of *bad* in either professional's casual conversations or on casual media platforms" sounded awkward and confusing to me as a reader. I

had to reread it a couple times to understand that the use of *bad* by professionals is the subject and it is being evaluated by both casual conversations between professionals as well as media platforms. However, I'm still uncertain as to whether you meant, "evaluate" or "to view" or "to see" because while you said "evaluate" but didn't further evaluate the material. I suggested reworking the sentence as the following, "However, the professional use of *bad* can be seen in both casual conversations among peers as well as media platforms." In this way, the subject is clearly "the professional use of *bad*" and how it is being viewed is by "both casual conversation among peers as well as media platforms."

Author Queries

You will find my queries in the comments in Track Changes.

Conclusion

This review provides an adequate description of "The Results of the Evolution of Language: An Analysis of the Word *Bad*" from its layout and types of information included. This document is ideal for academics and teaching people about the different connotations of the word "bad". I think that, given the audience would be scholars and students, that this research paper would be sufficient in providing essential information about the word "bad". However, it is still in need of more analysis of the information to be an ideal research paper.