



evaluating

meaning:

considering something or someone to make a judgment of value or worth; often this is supported with evidence

mathematics meaning:

finding the exact value of something

sentence starters

..... is a more suitable choice/option/solution because

Despite the criticism of, it is a viable alternative.

..... is better/more effective/more appealing/more enjoyable than

..... evokes a feeling of on the one hand, mixed with feelings of on the other.

An examination of the options reveals that

If is compared with, several differences emerge and these include

There are significant advantages/disadvantages with

To improve the effectiveness of, several changes need to be made, which include

The appeal of lies in

The worst feature of is because

..... is worth considering because

The following criteria will be used to evaluate the idea/proposal/scheme/product:

The most outstanding performance was by as he/she/they

Even though parts of are weak, the overall effect is stunning/impressive/memorable/etc.

..... is/was particularly effective because

There are several flaws in the argument and these include

..... is more suitable/logical/ethical/appropriate, etc., than

Some would argue that

There are strengths, on the one hand, and significant flaws on the other:

However, the appeal of the performance/artwork lies in the way the elements have been combined to make powerful statements.

It worked reasonably well when; however, was especially effective.

connecting ideas within and between sentences

although	by contrast	greater/fewer	in spite of this	therefore
albeit	despite this/the fact that	hence	more/less	thus
apart from	effective/ineffective	however	nevertheless	when ... then ...
because of this	especially	if ... then ...	on the other hand	whereas
better/worse	for example	in other respects	regardless	while/whilst
by comparison	furthermore	in particular	the effect of	with regard to

example

Best-selling Canadian author, Malcolm Gladwell has delighted readers all over the world with his books that are liberally peppered with the findings of numerous research studies. **The appeal of his four books, *The Tipping Point*, *Outliers*, *Blink* and *What the Dog Saw* and *Other Adventures* lies in Gladwell's ability to collect interesting research and stories that highlight some of the findings of that research. Some would argue that his explanation of social phenomena is far too simplistic and, because of this, he has been severely criticised.**

As a journalist, not an academic, he had been accused of treating serious subjects too lightly. **The worst feature of his writing**, his critics argue, is that he stretches the truth to get a story and, *therefore*, is not to be taken too seriously. *Nevertheless*, Gladwell's attractive and easy to read style has made his books extremely popular. *Even though* his discussion of the unexpected implication of research in the social sciences should be treated with caution, the reader can see many aspects of his or her life in his books. *For example*, in his book, *Outliers*, Gladwell examines why some people are successful and others not, given that their inherent talent may be similar. He attributes success to a combination of innate ability, being in the right place at the right time, and a willingness to stick at something for approximately 10,000 hours. **Despite criticism** of the authenticity of his work, his books have been enjoyed by millions *especially* as they allow readers to see themselves in the anecdotes he describes.

key task words

see glossary pp. 44-47

- appreciate
- assess
- consider
- criticise
- evaluate
- appraise
- decide
- determine
- examine
- value