

Language tools for effective project writing

MODULE	CONTENT	TUTORIAL	TASK TIME	AIMS / FOCUS	LANGUAGE TOOLS & ACTIVITIES
MODULE 1	Introduction to project writing 1.1 Principles of effective writing 1.2 Steps in the writing process 1.3 The evaluation process	25 MIN	NONE	<ul style="list-style-type: none"> ✓ Understand the principles of effective writing ✓ Steps in the writing process ✓ Target audience ✓ The evaluation process ✓ Horizon Europe 	<ul style="list-style-type: none"> ✓ Research papers & projects ✓ Who is my target audience? ✓ Are they specialists in my field or non-specialists? ✓ What information are they looking for?
MODULE 2	Title, acronym, keywords and summary 2.1 Title & acronym 2.2 The summary 2.3 Approaches to presenting information 2.4 Mini summary & elevator presentation	30 MIN	50 – 60 MIN	<ul style="list-style-type: none"> ✓ Identify main characteristics ✓ Create a “brand” and a “slogan” for your project ✓ Recognise the importance of brevity, clarity and conciseness. ✓ Sell it, don’t tell it 	<ul style="list-style-type: none"> ✓ Acronyms and titles ✓ Analysing summary structure to compare different approaches to presenting information: ✓ <i>Priming</i> versus <i>Assert and justify</i> ✓ Getting your main message across implementing ✓ “<i>The elevator pitch</i>”
MODULE 3	Objectives 3.1 Content & focus 3.2 Parallel structures 3.3 Facts, figures & trends 3.4 Streamlining & focus 3.5 Practical tasks	30 MIN	50 – 60 MIN	<ul style="list-style-type: none"> ✓ Overall and specific objectives. ✓ SMART criteria. Consistent with expected exploitation & impact. ✓ Clear messages and streamlining ✓ Content, structure and focus ✓ Critical comment 	<ul style="list-style-type: none"> ✓ Parallel structures ✓ Facts, figures and trends ✓ Streamlining: omitting relative pronouns ✓ Passive voice to achieve focus ✓ Compare two texts & edit them taking into account content and language points.
MODULE 4	Relation to the work programme 4.1 Content & focus 4.2 Clear messages and streamlining 4.3 Text analysis and editing 4.4 Linking similar ideas and providing examples 4.5 Practical tasks	30 MIN	30 – 40 MIN	<ul style="list-style-type: none"> ✓ Explain exactly how your proposal addresses the topic ✓ Why is it a European priority? ✓ Clear messages and streamlining 	<ul style="list-style-type: none"> ✓ Text analysis: identifying meaningless words and expressions ✓ One word instead of three ✓ Linking similar ideas ✓ Providing examples ✓ Editing practice



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MODULE 5	Concept & Methodology 5.1 Content & focus 5.2 Discourse markers 5.3 Paragraph structure & organization 5.4 Sentence structure	30 MIN	20 – 30 MIN	<ul style="list-style-type: none"> ✓ How am I going to reach my objectives? ✓ Describe the overall research approach, the methodology and explain its relevance to the proposal's objectives. 	<ul style="list-style-type: none"> ✓ Paragraph structure and organization ✓ Discourse markers: transition – linkers ✓ Sentence structure ✓ Word order and lost verbs ✓ Examples, text analysis and tasks: ✓ Improving paragraph structure ✓ Improving sentence structure
MODULE 6	Ambition 6.1 Content & focus 6.2 SWOT & PESTLE 6.3 Comparison & contrast 6.4 Focus: cleft sentences 6.5 Practical tasks	30 MIN	60 – 90 MIN	<ul style="list-style-type: none"> ✓ Describe the advance your proposal provides beyond state of the art (innovation potential, progress, novel approaches, new products...) 	<ul style="list-style-type: none"> ✓ Comparison and contrast ✓ Cleft sentences: focusing the reader's attention ✓ Business tools SWOT & PESTLE analyses ✓ Writing up a summary of your SWOT
MODULE 7	Expected impacts 7.1 Content and focus 7.2 Nouns & verbs 7.3 Passive & active 7.4 Negatives & positives 7.5 Practical tasks	45 MIN	50 – 60 MIN	<ul style="list-style-type: none"> ✓ Describe the expected impacts, KPIs, innovation capacity, market opportunities, scientific, environmental, academic, socio-economic, & commercial impacts. 	<ul style="list-style-type: none"> ✓ Nouns or verbs? ✓ Passive or active? ✓ Changing negatives to positives ✓ Practical tasks.
MODULE 8	Measures to maximise impact 8.1 Content and focus 8.2 Tailoring your message 8.3 Preliminary Business Plan 8.4 Practical tasks	30 MIN	60 – 90 MIN	<ul style="list-style-type: none"> ✓ Draft a plan for the dissemination and exploitation of the project's results ✓ Describe the area in which you expect to make an impact and the potential end-users of your results. ✓ Describe how you intend to use the appropriate channels of dissemination and interaction with potential users. ✓ Consider possible follow-up of your project. ✓ Strategy for knowledge management and protection. 	<ul style="list-style-type: none"> ✓ Tailoring your message: key questions & points to consider ✓ Outlining a preliminary business plan ✓ Writing the business plan executive summary

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MODULE 9	Implementation 9.1 Content and focus 9.2 Concepts & terminology 9.3 Linking: purpose / reason 9.4 Making provision: present & future 9.5 Practical tasks	30 MIN	50 - 60 MIN	<ul style="list-style-type: none"> ✓ Brief presentation of the overall structure of the work plan ✓ Describe the organisational structure ✓ Innovation management and decision-making mechanism 	<ul style="list-style-type: none"> ✓ Concepts & terminology ✓ Purpose & reason ✓ Making provisions: present & future tenses
MODULE 10	Participants 10.1 Content and focus 10.2 Present your CV and institution 10.3 Showcase skills & knowledge base 10.4 Practical tasks	25 MIN	30 - 40 MIN	<ul style="list-style-type: none"> ✓ Provide a profile of the members of the consortium ✓ Present your CV and institution 	<ul style="list-style-type: none"> ✓ Different ways of presenting your CV: functional versus chronological ✓ Gapping ✓ Writing a resume
MODULE 11	Ethics and Security 11.1 Content and focus 11.2 Case study (CAVs) 11.3 Use of conditionals and modal verbs 11.4 Practical tasks	15 MIN	40 - 50 MIN	<ul style="list-style-type: none"> ✓ Ethics appraisal procedure ✓ Case study showing the type of issues considered in CAVs 	<ul style="list-style-type: none"> ✓ Case study – reading & comment ✓ Use of conditionals and modal verbs. ✓ Considering the possibility and probability of the ethical issues to be addressed in different research fields
MODULE 12	Writer's workshop 12.1 Writing exercise implementing all the language tools learned. 12.2 Double-blind peer review	45 MIN	120 - 150 MIN	<ul style="list-style-type: none"> ✓ Implement the fundamental steps in the writing process ✓ Practice the tools and skills learnt during the course 	Writing exercise implementing the following steps <ul style="list-style-type: none"> ✓ Brainstorm ✓ Develop an outline ✓ Write the first draft ✓ Revise and edit ✓ Polish and submit ✓ Participate in a double-blind peer review

