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A selection of web pages

He is a copywriting master – hire him now ... Awesome - will use him again ... just a fantastic job, exactly what I was looking for ... excellent service, fast response and high quality output.

Those are just four of the many comments on the PPH and Elance feedback systems, which you can see live at www.pph.me/pauleustice and <https://www.elance.com/s/pauleustice/job-history/?t=1>

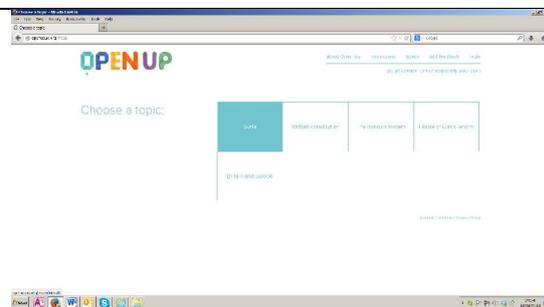


<http://anglosecurityandprotection.co.uk.grihosted.co.uk>

Security and concierge company

<http://openupuk.org>

copy on a range of topics for 'opinion forming'



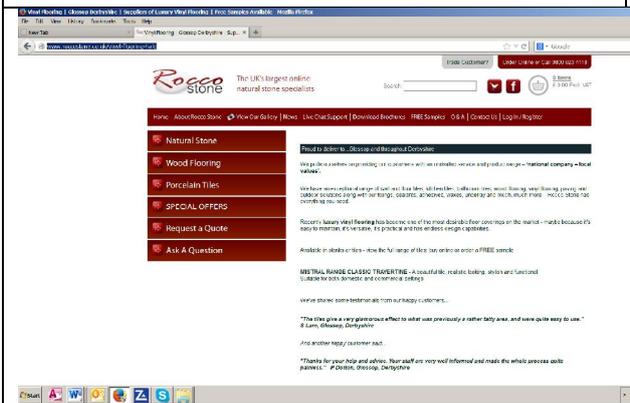
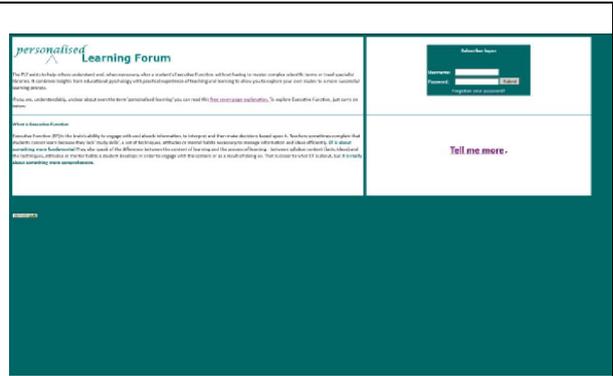
<http://www.homebuzz.co.uk/>

Edit and proof read property site



This is a very different style for a different kind of market – **educational psychologists**. You can also ask for a password to sign in explore the site it advertises, which is an extensive web-based information system made for educational psychologists.

<http://www.bpfe.org.uk/plf/>



<http://www.roccostone.co.uk/vinyl-flooring-hale>

tile and bathware company - One of 1600 pages completed for a range of products and geographical areas, using Magento templates

www.slapon.info

start-up with practical product, also included sales presentations.

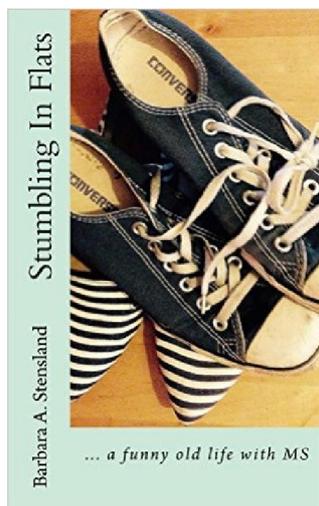


Script for a crowd funding site

<http://www.rockethub.com/42036>

Literary, educational and creative, including editorial and publishing

Eight paperback/kindle publications on Amazon:



<http://www.amazon.co.uk/-/e/B00BG4V9AO>

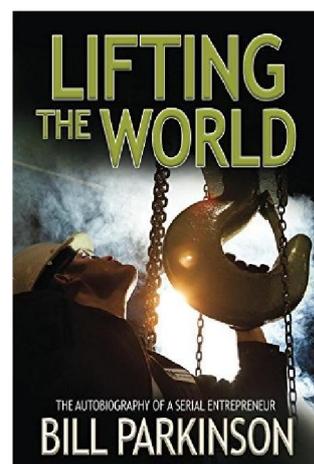
Edited and published this on Amazon as paperback and Kindle

<http://www.amazon.co.uk/Stumbling-Flats-Barbara-Stensland-ebook/dp/B00SX3C90K>

(registered as a publisher with nielsen for this purpose: <http://justifiedtext.co.uk>)

Edited this and helped to publish on Amazon as paperback and Kindle

<http://www.amazon.co.uk/Lifting-World-autobiography-serial-entrepreneur-ebook/dp/B0182IQ91A>



Introduction to an edition of *Oliver Twist* published by Worth Literary Classics (isbn978-1-84931-000-0). Page one of 3,550 words:

Outsiders in Victorian society; imagining the unrespectable

In retrospect, we see Dickens as a literary giant, and the characters in *Oliver Twist* as permanent elements of British literary heritage. When it was first published, he was a young man trying to make his way. Relatively inexperienced, impatient and angry, he produced his second novel instalment by instalment, and he couldn't be sure of its reception.

It is surprising now to read what he actually wrote, setting aside what modern theatrical productions have done with his characters. Instead of the images we have grown used to in popular mythology we discover a grim portrayal of ugliness and squalor that is meant to disturb, a catalogue of officially sanctioned child abuse. Its function is complex - to frighten and educate, to entertain and reform. And to make his name and his fortune, but on his own terms.

In his preface, he defends his work as containing a truth that needed to be told, even at the risk of alienating those who find it too 'real'. He claims that he tried to present the life of the poor and the criminal without using offensive language but also without diluting his truth for the overly refined – 'I have no respect for their opinion ... did not covet their approval'.

So what influences shaped the story, and did the rising young artist really write 'the truth'?

Dickens understood poverty both as a journalist and from personal experience. When his father John was imprisoned for debt in Marshalsea, Charles, aged 12, was separated from his family and set to work in Warren's boot blacking warehouse near Charing Cross, where a co-worker and orphan called Bob Fagin introduced him to the practical ways of his new world and protected him. His greatest fear was not of real hunger, but the mortification of one who was once privileged but now has to survive in a lower social position. In a fragment of autobiography he describes this period of his life:

No words can express the secret agony of my soul as I sunk into this companionship; compared these everyday associates with those of my happier childhood, and felt my early hopes of growing up to be a learned and distinguished man crushed in my breast. The deep remembrance of the sense I had of being utterly neglected and hopeless, of the shame I felt in my position ... my whole nature was penetrated with the grief and humiliation. (cited in *The Life of Dickens*, John Foster, 1872-4)

In *Oliver Twist*, he does describe a more absolute poverty, In Chapter 5, Sowerberry boorishly obtrudes into a poor family where a woman has starved to death and unceremoniously shovels her into a pauper's grave. Elsewhere, although he mentions hunger, lending it lip service and Oliver's famous request for more, the real emotional power more often comes from moments when poverty means loss of affection, consideration and dignity. Oliver is rescued from hardship to experience security and comfort, then separated, then rescued again, so the author can prove upon our pulses what he really understood – that poverty splits families and is emotionally painful.....

A commission for Luton Carnival Arts Development Trust involved a series of facts sheets, task sheets, stories and poems for primary school children, based on carnival arts. The materials fills two dvds and included two videos.

Technical, academic, manuals and policies

These are a few sample from a very wide range of educational materials, ranging from post graduate to primary. I have also produced e-learning materials for the electrical industry, policy documents for FE colleges and Unincorporated Associations and a manual on internet trading. PDFs can be sent if relevant.

Two examples of 155 verbal reasoning tests for EU (advanced level)

The Ankara Agreement of 1963 initiated a three-stage process to create a Customs Union which would help Turkey to become a full member of the EEC and, in 1970, an Additional Protocol was added.

The original agreement tried to arrange free circulation of workers, but did not give Turkey access to the European Court of Justice. However, Turkish workers employed by member states did gain certain rights. If they remain legally employed for one year they can remain longer in the same job. If they remain legally employed for three years they can remain with another employer in the same vocational area. After four years of legal employment they can work for any employer in that member state, regardless of vocational area. This also applies to au pairs and students who worked when studying.

Which of the following statements is supported by the text:

A protocol was added to the Ankara Agreement to permit free movement of workers.

Turkish workers can only enter with a one year contract from an employer in a member state.

After one legal year with one employer, a Turkish worker may move to another employer in another member state.

Turkish students enrolled with a member state can take up employment in that state once they graduate, if they have worked there during their course. **C**

| | |
|-------------------|---|
| Sentences in text | 7 |
|-------------------|---|

| | |
|--------------------|------|
| Characters in text | 794 |
| Reading ease % | 48.5 |

The Common Agricultural Policy has moved away from increased production towards a focus on environmental factors and animal welfare standards. Previously over production led to surplus produce but food prices were still very high, because it taxed imports from foreign competitors and protected farm incomes. Higher prices were cost consumers 50bn euros, whilst 43bn of their taxes maintained grants that kept prices up. Now a greater proportion of funding is used for conservation.

As new states join the market, the number of farmers is rising but the total budget available for subsidies is not rising proportionally. It will eventually start to fall until, by 2013, it has halved, but a majority of the funds will still go to a minority of the farmers, as the system favours large landowners, although priorities have moved from making excess produce to producing with due care for the land and livestock.

What effect are CAP reforms most likely to have on farmers in the original member states?

Their incomes will stay the same so long as they focus on conservation

Their incomes will decline equally by 50%

Only those farmers who continue to over-produce will suffer a loss of income.

Investment in animal welfare will become more profitable than over-production. C

| | |
|--------------------|------|
| Sentences in text | 6 |
| Characters in text | 911 |
| Reading ease % | 39.8 |

Two extracts from “100 pitfalls in English”, a style guide for Belgian post-graduate engineers seeking to publish papers in English journals.

22) Type –kind –sort –species

Technically, a **species** is a group of living organisms so similar they can exchange genetic material by breeding. It is a stage below genus, so that Equus is a genus but below that the horse and the ass as separate species. Fruit flies are Drosophila melanogaster, of the genus Drosophila and the species Drosophila melanogaster.

The term is also used precisely in chemistry:

A chemical **species** is an ensemble of chemically identical molecular entities that can explore the same set of molecular energy levels on a characteristic or delineated time scale

Used technically, In biology, **variety** is then a taxonomic rank below that of species. A domesticated variety of a plant is called a cultivar, while a domesticated variety of an animal is called a breed.

But there is also a more colloquial use of variety to mean only these things are varied, mixed, not all the same:

A **variety** of plants and animals can be found in this environment.

In this colloquial sense, **kinds, sorts, types** and **varieties** can be used interchangeably.

What **kind / type / sort / variety** of instrument is that?

There are different **kinds / types / sorts / varieties** of engineering – Bioengineering, Biomedical, Civil ... etc..

It has been suggested that type refers to a broader group whilst kind is a more specific sub-division of type. In that case, apple is a type of fruit but Cox is a kind of apple. This distinction is not maintained pedantically by a majority of educated users.

Be careful of **singular and plural**. Depending on context, you can say

I prefer this variety – they are / it is more colourful.

But

This species **is** indigenous.

There may be many individual organisms in the species, but there is only one species in the sentence.

English can be tricky when using words that can mean one group with many members.

The Society **has** agreed to your membership.

Members of the Society **have** agreed to let you join.

But is a government single or plural? If, by 'the government' you were referring to a sort of collective body, it is singular.

The government **has** announced its plans.

But you might also reasonably say the governing group have disagreed amongst themselves.

The police **have** received a pay rise

but

The Police Force **has** announced a recruiting drive

Soldiers **are** advancing

but

The army **is** advancing

On that basis, you might speak of different kinds/type of gas, where you use 'gas' as a singular for a whole group. The plural gasses implies a limited, countable number – five or ten different gasses.

On our pedantic distinction above, you might wish to use

different **types** of gas / disease / bird

for the uncountable general group but

different **kinds** of gasses / diseases / birds

for the countable number in one space.

If you broke these rules in speech it is likely that native speakers would not notice or note care. Most of them probably are not conscious of them. In writing, it would take a very pedantic editor to alter it.

There is another colloquial sense which is ambiguous. I can ask quite seriously

What **kind of** experiment would provide the answer?

But

What kind **of** experiment is that?

May also mean 'that is a terrible experiment'. The question was rhetorical; it does not require an answer, only an apology.

49) Augment - boost - amplify

To augment is to make something bigger by adding to it.

This consulting engineer performed structural analyses for the customer, **augmenting** their engineering staff.

The Navy considers CONCAP an **augmentation** for existing engineer capabilities. Rather than immersing people in an artificially-created virtual world, the goal is to **augment** everyday objects in the physical world by enhancing them with a wealth of digital information and communication capabilities.

When you amplify a sound, you do not add to it as with a number but increase it / make it louder as with a swelling. There are not more sounds but the same sound that is louder.

The new technology is able to **amplify** high-frequency current to more than twice the power we had before.

You can **boost** something by increasing the supply. You boost a signal or use a booster rocket to increase thrust.

This device will **boost** your connection speed (increase the speed, not add to it)

The Department of Energy is awarding a large grant **to boost** the development and deployment of mid-size wind turbines (encourage, increase, give more power to?)

Feedback: "very well done; to the point, with insight and hindsight! First class!"

Research includes:

Masters degree in the Management of Change.

Two papers commissioned for a Surrey residents' association on how to obtain more vocational education in their area.

Causes of and suitable responses to educational dysfunction, as ongoing work maintaining a web-based information system – see www.personalisedlearningforum.eu

Interviewing academic sources for information to run a virtual conference and create information sheets on Diet and Behaviour, Employability, Making Better Teachers

Researching the history of West Indian and South American carnival for the commission from LCADT, leading to two DVDs of material for the primary sector.

See also credits for background information and balanced arguments on a range of topics for www.openupuk.org