



# Chapter 15: Creating identity in different types of text: pronouns, hedges, boosters, attitude markers, questions and commands

## Task 1

Texts 1 and 2 both deal with the issue of carbon tax.

- 1 Identify the type of publication each text comes from and its intended audience.
- 2 Identify the hedges, boosters and attitude markers that are used.
- 3 Compare the use of hedges, boosters and attitude markers in the two articles and suggest reasons for these differences

## Text 1

The ongoing debate on the benefits and costs of a carbon tax has drawn attention to the hidden taxes, in the form of government charges, on petroleum and petroleum products. Yokoyama et al. (2000) investigated the effects of replacing these charges with a pure carbon tax on CO<sub>2</sub> emissions. They concluded that, under certain circumstances, such a tax was likely to reduce CO<sub>2</sub> emissions without an increase in the total taxes on fossil fuels. They further pointed out that current northern European carbon taxes appeared to have been designed with the aim of maximising public acceptance of the taxes rather than reducing CO<sub>2</sub> emissions, and suggested other considerations that might be taken into account in designing tax regimes that could lead to a reduction in greenhouse gas production.

## Text 2

### **CARBON TAX VS. CARBON TRADE**

Which would you rather do—trade or be taxed? Perhaps surprisingly, the answer is not clear when applied to carbon emissions. Environmentalists, academics and politicians on both sides of the debate



have compelling arguments. Both Henry Paulson, the former U.S. Secretary of the Treasury, and Stanford economist Robert Hall support a carbon tax, which imposes a tax on each unit of greenhouse gas emissions and gives companies an incentive to reduce pollution by reducing the amount of tax they pay. On the other hand, a cap-and-trade system sets a maximum level of pollution, a cap, and distributes emissions permits among firms that produce emissions. California's Centre for Climate Protection is an important advocate for a cap-and-trade system.

Supporters of a carbon tax say that taxing is simpler, more transparent, and more easily understood. Those in favour of cap-and-trade point out that any accounting system is unlikely to be simple—both would require the setting of limits, monitoring for compliance, and enforcement for noncompliance. Perhaps the most important difference however relates to certainty. A carbon tax provides cost certainty, while a cap-and trade system, by fixing a maximum level of emissions, provides environmental certainty.

## Task 2

Select a section from an academic article or chapter and analyse how and why the writer has used the following:

- hedges
- boosters
- attitude markers.

## Task 3

Select a section from a professional or business magazine and analyse how and why the writer has used the following:

- pronouns
- hedges
- boosters
- attitude markers.

Compare their use with that in the academic text you used in Task 2. What differences are there?



## Task 4

Select a section from a text that you have written and analyse the way you have used:

- pronouns
- hedges
- boosters
- attitude markers.

Which is most common in your text? Do you notice any major difference between the way you use these language features and the way they are used in the text you analysed in Task 2? Why might this be?