

## Session 4

# EDI in Action: Applying Inclusive Practices using “The Effective Language Teacher” Resource Pack and Project Website

**By the end of this session, you will:**

- Apply principles of inclusive assessment to revise and improve an essay-writing assessment brief so that it is accessible, transparent, and supportive for diverse learners.
- Analyse examples of essay feedback using a feedback profiling tool to identify strengths, gaps, and areas for improving inclusivity and clarity.
- Produce constructive, specific, and inclusive feedback for sample essays, demonstrating the use of the profiling tool to guide your comments.

1. Since this is a practical session, it is full of tasks. The first task (Activity 1) below is built on what was discussed in the previous sessions and has references to UDL. If you need to refresh your memory, go back to session 1 in the series.

### Activity 1- Assessment Brief

a) Read the assessment brief below and decide whether it aligns with UDL principles. Refer to the UDL guidelines from Session 1 as you evaluate it (slide 3).

**Topic:** What Makes a Good Market for Overseas Expansion?

**Task:** Write an essay discussing the factors that make a foreign market suitable for overseas expansion.

**Length:** 1,000–1,200 words.

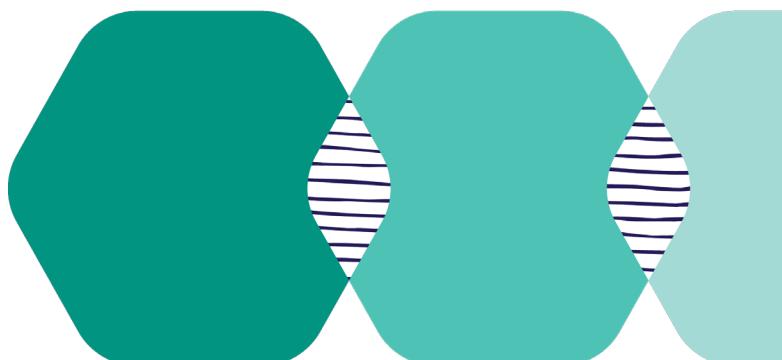
**Submission:** Typed essay. January 27, 2025

**Assessment Focus:** Argument, organisation, and language accuracy.

b) Answer the following questions around the UDL core principles (slide 4):

#### Multiple Means of Engagement

- Does the brief include any choices or options to support motivation?
- Could any part of the task disengage or discourage some learners?



### **Multiple Means of Representation**

- Is the language clear and accessible for all students?
- Is any important information missing or implied?

### **Multiple Means of Action and Expression**

- Does the task allow different ways for students to show what they know?

c) Using the UDL-guided thinking questions, revise the assessment brief to make it more inclusive, clear, and supportive for all learners (slide 5). Suggest concrete improvements to instructions, requirements, or format. Share your revised brief with the rest of the group on the Project Website.

Consider ways to:

- Offer choice and flexibility
- Present information clearly
- Allow multiple ways for students to demonstrate their understanding

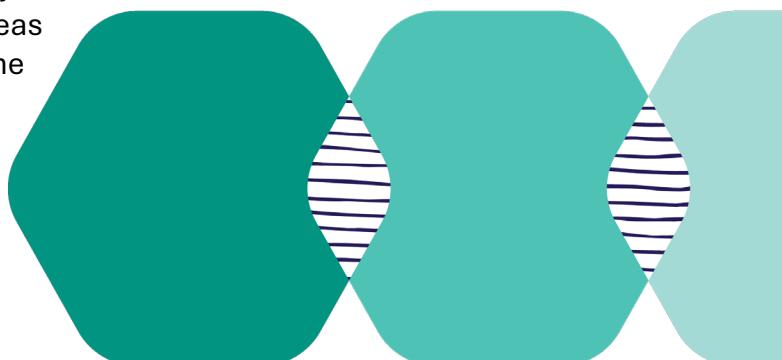
2. Now, prepare to start reading the essay. Follow the instructions in this task and take your time to critically respond to the questions provided. Our focus here is inclusive and non-inclusive feedback. If you need to refresh your memory on what was discussed, go back to session 3. Instructions are on slide 6.

### **Activity 2- Sample Essay with Feedback**

a) Read the sample essay that the student wrote as a response to the assessment task. You may skip the introduction, as we have already looked at it in the previous session. Give as many comments as you can on the quality of the written work. Focus on the following: essay structure, use of evidence, language, the flow of ideas, referencing, and anything else that you manage to spot.

#### **What makes a good market for overseas expansion?**

The signs of living in multicultural societies are everywhere. Most countries across the planet sell significant amounts of Coca-Cola, McDonalds, and Nestle products. The car industry is a global giant with vehicles from countries like Japan and Germany popular all over the world. Many companies have found doing business abroad very lucrative, but there are risks involved also. The purpose of this short text is to argue that overseas expansion is more likely to be successful if the



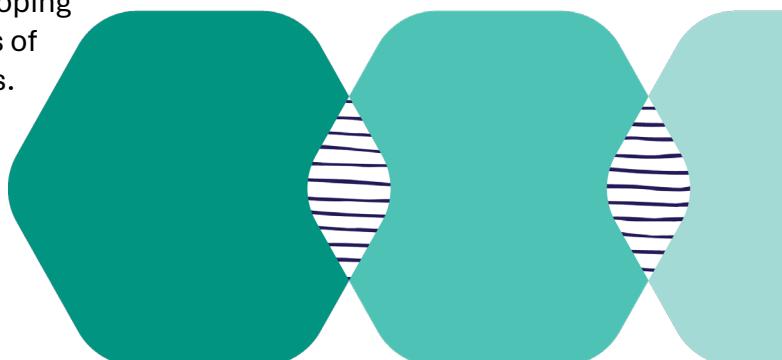
country targeted has strong indications of economic strength. There is an alternate argument that identifying growth markets is more likely to lead to long term success, however, this is seen as a risky strategy.

The benefits of expanding overseas are firstly related to the size and quality of the market. A large country like China with a population of around 1.4 billion people (United Nations, 2019) certainly offers the possibility of exposure to many potential customers or clients. However, it is also important to consider their relative spending power. The measure of Gross Domestic Product per capita is found by dividing the value of the entire economic output in a country by its population (Carter, 2008). This is widely seen as a good indicator of citizen's quality of living and potential spending power (Bérenger & Verdier-Chouchane, 2007). In China, the GDP per capita is only around 10,000 US\$. At the same time, Japan has a smaller population but the GDP per capita is more like 40,000 US\$ (World Bank, 2018). This suggests that Japanese customers may be willing to pay more, and buy more, of a given product. As such, it seems clear that the quality of the market is more important than its size.

However, there is an argument that the focus should be on the potential of the market rather than current market conditions. Spotting the potential for growth can provide what some economists describe as "early mover advantages" such as brand recognition, improved supply networks, and good working relationships (see, for example, Bijwaard, et al., 2008). As noted in Hill & Hult (2019) Korea was a relatively poor country in the 1970s, but since then it has grown its economy to be one of the strongest in Asia. International firms that established themselves in Korea earlier on gained market advantages to help them profit from the increased spending power of its citizens. This is one reason why China has been the focus of heavy international investment and expansion for many years. While the economy still has obstacles to overcome before it achieves a high quality of living for all, it is a fast-growing market. If the GDP per capita in China continues to increase, the early mover advantages could be very significant.

Despite this, the argument for identifying growth markets may fail to take into consideration the increased costs of operating abroad. One reason for this is the potential for corruption. Lučić, et al. (2015) note that there is a clear relationship between this issue and GDP per capita. The general rule appears to be that the more successful the economy of a country, the more likely it is to have taken steps to reduce dishonest or fraudulent practices, such as bribery. As such, it is reasonable to argue that it is more expensive for businesses to operate in countries that are still developing their economies. The impacts of corruption are long-lasting, and the eventual costs of operating in a developing market may add up over time. Knight (2016) notes that the system in China has led to economic growth 3 over the last 20-30 years, however, corruption is still a major issue, and the cost of doing business is therefore relatively high. It is also true that the benefits of economic growth in China have led to wider social problems, such as increased inequality and economic insecurity, making this a market that is difficult to work in.

In conclusion, it is the contention of this essay that there are significant early mover advantages to choosing to do business in a developing market. However, this essay suggests that the risks of doing so may be too high for many companies.



Corruption in developing markets could take years to clean up, and companies paying bribes to enter markets may find that there is reputational damage to consider as well as increased running costs. While it is a very basic indicator, a high GDP per capita suggests a potentially wealthy market for goods and services, and is likely to be a less risky proposition.

## References

Bérenger, V. & Verdier-Chouchane, A., 2007. Multidimensional Measures of Well-Being: Standard of Living and Quality of Life Across Countries. *World Development*, 35(7), pp. 1259-1276.

Knight, J., 2016. The Societal Cost of China's Rapid Economic Growth. *Asian Economic Papers*, 15(2), pp. 138-159.

Bijwaard, G. E., Janssen, M. C. & Maasland, E., 2008. Early mover advantages: An empirical analysis of European mobile phone markets. *Telecommunications Policy*, 32(3-4), pp. 246-261.

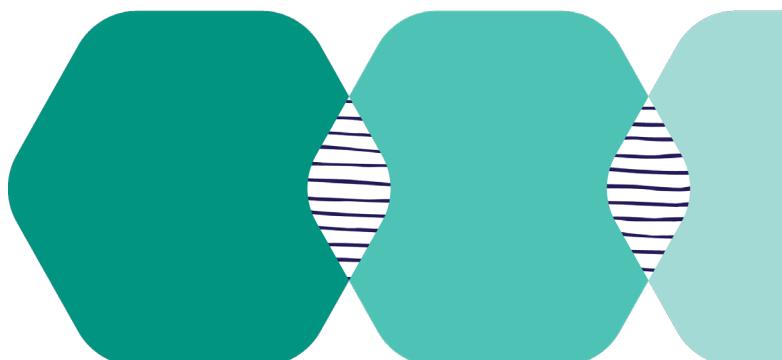
Hill, C. W. L. & Hult, G. T. M., 2019. *International Business: Competing in the Global Marketplace*. 12<sup>th</sup> ed. New York: McGraw-Hill Education.

World Bank, 2019. GDP per capita (current US\$). [Online] Available at: <https://data.worldbank.org/indicator/ny.gdp.pcap.cd> [Accessed 28/11/2019].

Lučić, D., Radišić, M. & Dobromirov, D., 2015. Causality between corruption and the level of GDP. *Economic Research-Ekonomska Istraživanja*, 29(1), pp. 360-379. United Nations, 2019. UN Department of Economic and Social Affairs World Population Prospects. [Online] Available at: [https://population.un.org/wpp/Publications/Files/WPP2019\\_DataBooklet.pdf](https://population.un.org/wpp/Publications/Files/WPP2019_DataBooklet.pdf) [Accessed 28/11/2019].

b) Look back at the sample you have reviewed, put 'x' in the "samples" column for each of the comments you provided in the feedback categories. Then, add up the totals to see which kind of feedback is most common. Instructions are on slide 7, and the table is on slide 8.

Category of Feedback	Samples	Total/Rank
Praise		
Ipsative		



Critique	C1	Total	
	C2		
	C3		
Advice	A1	Total	
	A2		
	A3		
Questions and clarification requests			

3. It is time to reflect. Look back at your analysis and answer a question: Why use the feedback profiling tool? Read the possible answers on slide 9. Do you agree with the list? Would you add anything to it?

## Task 1- Sample Essay with comments

On the project website (slide 10), you will find a sample essay accompanied by my comments. Some of these comments follow effective EDI practices, while others do not. Your task is to examine the feedback carefully and respond to the following:

### 1. Analyse the comments

- Identify which comments are effective and explain why.
- Identify which comments are ineffective or unhelpful, and explain what makes them less effective.
- Consider both EDI principles and general feedback quality (clarity, tone, specificity, usefulness, actionability, fairness, inclusiveness, etc.).

### 2. Use the Feedback Profiling Tool

Apply a feedback-profiling tool to describe where the existing feedback aligns with good feedback practices.

### 3. Improve the feedback

For every comment you consider ineffective or incomplete, rewrite it so that it is clearer, more useful, more inclusive, and more aligned with effective feedback principles.



#### 4. Post your response

Please upload your full analysis and revised comments to the project website under the EDI Training Resources>>> Feedback and Assessment  
(<https://blog.westminster.ac.uk/englishincentralasia/feedback-and-assessment-task/>).

