GEDIRE©:
A Directors’ Report Writing Tool

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ULE & UVA

http://actres.unileon.es/
WHAT IS GEDIRE®?

• Writing aid for Directors’ Reports
  • Genre specific (Directors’ Reports)
  • Corpus-based
  • Organized by Rhetorical Structure (Esquema)
  • Model lines and examples with grammatical and lexicographic information
  • Specialized Glossaries
  • Output format options
1. Introducción

Ejemplo:

The directors present their report and the audited consolidated financial statements for the year ended 31 December 2004.
The directors submit their report and the audited Group financial statements for the financial year ended 31 August 2009.

Sugerencias:

The Directors [of (NOMBRE EMPRESA)] [present / submit] their [annual] report {and / together with} the audited [consolidated] {accounts / financial statements} for the year ended (dd/mes/aaaa)

The Directors [of (NOMBRE EMPRESA)] [present / submit] their [annual] report {and / together with} the audited [consolidated] {accounts / financial statements} for the year ended (dd/mes/aaaa)
WHAT DOES IT DO?

- Provides advice and guidance in writing Directors’ Reports in English
  - Corpus-based empirical information
- Not a template
- Not a list of tips, dos and don’ts
- Not a translation tool
FOR WHOM?

- Frequently users are not trained linguists
- Good at negotiating, presenting and/or interacting in a business environment
- Not good at writing institutionalized genres
- Lifelong learning- Continuing education
HOW?

GEDIRE ©:
A Directors' Report Writing Tool
GEDIRE Directors’ report

ACTRES

The directors present their report and the audited consolidated financial statements for the year ended 31 December 2004. A review of the business and future developments is contained in the Chairman's Statement and the Operational and Financial Review on pages 1 and 2.

Principal activities

The Bethesda Company is a holding company. The subsidiaries and associates are given on pages 12 to 18.

Future developments

Further details on future developments of the business are provided in the Annual Report on pages 99 to 110.

Results and dividends

The consolidated financial statements for the year ended 31 December 2004 are as set out in the Financial Statements section of this report. The Group's profit after tax for the year was $169.5 million (2003: profit after tax of $135.5 million).

Charitable and political donations

Political donations and political expenditure (as defined by the Companies Act) made by Canary Wharf Group during the year comprised £271 to the Labour Party, £435 to the Liberal Democrat Party (2003: £218 to the Labour Party, and £nil to the Liberal Democrat Party).

Supplier payment policy and creditor days

The Company does not operate a standard code in respect of payments to other suppliers.

Directors and their interests

Details of the current Directors of the Company are given on the previous page. All the directors remained in office throughout 2003 with the exception of James Strachan and John Pollock who were appointed on 1 and 11 December 2003, respectively.

Directors conflicts of interests

All the directors remained in office throughout 2003 with the exception of James Strachan and John Pollock who were appointed on 1 and 11 December 2003, respectively.

Substantial interests

As at 4 November 2004, the following shareholders had an interest of 3% or more in the Company's share capital.

<table>
<thead>
<tr>
<th>Name</th>
<th>Number of ordinary shares</th>
<th>Percentage of ordinary shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terry Raymond</td>
<td>200</td>
<td>20.45%</td>
</tr>
<tr>
<td>Peter Wincely</td>
<td>100</td>
<td>11.11%</td>
</tr>
</tbody>
</table>

Employee policies

Bethesda Company is committed to employment policies which follow best practice, based on equal opportunities for all employees.

Auditor

Auditors Deloitte have expressed their willingness to continue in office and a resolution to reappoint them as auditors is to be proposed at the forthcoming Annual General Meeting.

Annual General Meeting

The AGM of the Company will be held on [DATE SEMANA] (días/tasas) at the company's registered office (DIRECCION o SEDE SOCIAL).

By Order of the Board

J. B. Dalehouse, Company Secretary

31 December 2003

ACTRES's registered Campus de Vegazana 24071
registered number 00544400
GENRE: Directors’ Reports

- Compulsory for large and medium-sized companies
- Accounting document AND marketing tool
- Quality IS important: expanded audit requirements include scrutiny of Directors’ Reports
- Rules and regulations:
  - EU Accounting Directive (Financial Statements, Strategic report and Directors’ Report)
  - UK Companies Act 2006 and 2013 (Directors’ Report)
  - Spanish Law on Corporations 2010 (Ley de Sociedades de Capital: Informe de Gestión)
RATIONAL

- Genre does not have a clear counterpart in Spanish
- Commercial availability of writing aids:
  - Addressed to speakers of En as a first language
  - ‘Empty templates’, proof-reading aids or lists of advice
    https://prowritingaid.com/
- Empirical, real-life linguistic information made available to user in a usable manner
Tools

- Corpus building
  - Corpus design criteria
  - ACTRES tagger
  - ACTRES browser
- Statistics
- Software
**Corpus 0 M-En-GEDIRE: Generador de Directors' Reports**

**English**

**TOTAL NUMBER OF WORDS: 230646**

<table>
<thead>
<tr>
<th>N</th>
<th>Tagging ID</th>
<th>Contents</th>
<th>Number of words</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>[001DRwsBF040110BsEn]</td>
<td>Associated British Foods plc</td>
<td>1051</td>
</tr>
<tr>
<td>2</td>
<td>[002DRwsBT030521BsEn]</td>
<td>British Telecommunication plc</td>
<td>778</td>
</tr>
<tr>
<td>3</td>
<td>[003DRwsSN050223BsEn]</td>
<td>Scottish &amp; Newcastle plc</td>
<td>650</td>
</tr>
<tr>
<td>4</td>
<td>[004DRwsAT050301BsEn]</td>
<td>British American Tobacco plc</td>
<td>4005</td>
</tr>
<tr>
<td>5</td>
<td>[005DRwsBA040225BsEn]</td>
<td>BAE Systems plc</td>
<td>1812</td>
</tr>
<tr>
<td>6</td>
<td>[006DRwsCO040318BsEn]</td>
<td>Cobham plc</td>
<td>2680</td>
</tr>
<tr>
<td>7</td>
<td>[007DRwsME040301BsEn]</td>
<td>Meggitt plc</td>
<td>1756</td>
</tr>
<tr>
<td>8</td>
<td>[008DRwsUM040602BsEn]</td>
<td>Umeco plc</td>
<td>814</td>
</tr>
<tr>
<td>9</td>
<td>[009DRwsUE050221BsEn]</td>
<td>Ultra Electronics Holdings pcl</td>
<td>785</td>
</tr>
<tr>
<td>10</td>
<td>[010DRwsAN040614BsEn]</td>
<td>Antonov plc</td>
<td>681</td>
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<tr>
<td>11</td>
<td>[011DRwsAD040929BsEn]</td>
<td>ADVFN plc</td>
<td>1077</td>
</tr>
<tr>
<td>12</td>
<td>[012DRwsAL050224BsEn]</td>
<td>Alliance &amp; Leicester plc</td>
<td>689</td>
</tr>
<tr>
<td>13</td>
<td>[013DRwsBM040309BsEn]</td>
<td>Amlin plc</td>
<td>1949</td>
</tr>
<tr>
<td>14</td>
<td>[014DRwsIH050228BsEn]</td>
<td>British Insurance Holdings</td>
<td>1607</td>
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<tr>
<td>15</td>
<td>[015DRwsBC041126BsEn]</td>
<td>Caplay plc</td>
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<tr>
<td>16</td>
<td>[016DRwsCA041122BsEn]</td>
<td>Cardpoint plc</td>
<td>1431</td>
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<tr>
<td>17</td>
<td>[017DRwsCS040609BsEn]</td>
<td>Charles Stanley Group plc</td>
<td>387</td>
</tr>
<tr>
<td>18</td>
<td>[018DRwsCH040504BsEn]</td>
<td>Chaucer Holdings plc</td>
<td>917</td>
</tr>
<tr>
<td>19</td>
<td>[019DRwsCW040504BsEn]</td>
<td>Countrywide plc</td>
<td>4153</td>
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<tr>
<td>20</td>
<td>[020DRwsET040423BsEn]</td>
<td>EmdexTrade plc</td>
<td>733</td>
</tr>
<tr>
<td>21</td>
<td>[021DRwsHU040324BsEn]</td>
<td>Hardy Underwriting Group plc</td>
<td>1126</td>
</tr>
</tbody>
</table>
RESEARCH TOOLS

ACTRES presents a number of tools intended for researchers in the fields of corpus linguistics, discourse analysis, contrastive analysis and translation.
<xml version="1.0" encoding="utf-8"/>
<OpeningStatement>
DIRECTORS & REPORT
Associated British Foods plc
Annual Report and Accounts 2004
The directors submit to the members their sixty-ninth annual report together with the financial statements of the company for the 53 weeks ended 31 January 2004. The corporate citizenship, corporate governance and remuneration reports on pages 33 to 37 and 42 to 52 form part of this directors report.
</OpeningStatement>

<Dividends>
PROFITS AND DIVIDENDS
The group profit and loss account is on page 54. Profit for the financial year amounted to £342m. The directors recommend a final dividend of 54.5 cents per share, making the total dividend for the year 99 cents per share.
</Dividends>

<PrincipalActivities>
REVIEW OF ACTIVITIES
The activities of the group principally concern the processing and manufacture of food in Europe, Australia, New Zealand, Asia and the Middle East.
</PrincipalActivities>

.BusinessReview>
Comments on the development of the business during the period under review and on the future outlook are contained within the Chairman's Report.
</BusinessReview>

.RESEARCH AND DEVELOPMENT
Research and development activity is an important part of the group's strategy for growth and is crucial to the long-term success of the company.
</RD>
TOOLS: ACTRES browser
Service contracts
Details of directors' service contracts and remuneration are shown in the Directors' Remuneration Report on pages 40 to 43.

Fin de Remuneration 1

End of File

File: [029DRwsKL040510BsnsEn].xml
Remuneration 1

Directors' remuneration
The remuneration of executive directors is determined by the remuneration committee. Their report is given on pages 32 to 38.

Fin de Remuneration 1

End of File

File: [037DRwsPG040604BsnsEn].xml
Remuneration 1

Directors' remuneration
Matters concerning remuneration, service contracts and
**STATISTICS**

**SPANISH**

Number of times the tag appears in corpus: 0 out of 0
Number of times the tag appears in all the files: 0
Percentage of text belonging to the tag: 0%
Percentage of texts in which the tag can be found: 0%
Number of words in corpus: 0
Number of words in subcorpus (search results): 0

**ENGLISH**

Number of times the tag appears in corpus: 32 out of 120
Number of times the tag appears in all the files: 40
Percentage of text belonging to the tag: 0.82%
Percentage of texts in which the tag can be found: 26.67%
Number of words in corpus: 230646
Number of words in subcorpus (search results): 1813
1. File [060DRwsAM050310BsnsEn].xml:... at board and principal board committee meetings during the year ended 31 December 2004. Mr Gilibrand attended one board **MEETING** prior to his retirement on 21 January 2004. AMEC plc Board Audit committee Nominations committee Remuneration committee ...

2. File [113DRwsSP110225BsnsEn].xml:... Board and committee **MEETING** attendance 2010 Board Remuneration committee Audit committee Nomination committee Total meetings during year 14 4 3 2 ...

3. File [032DRwsMG040520BsnsEn].xml:... ion attended by senior executives below Board level from across the Group’s activities. All Board members attended every **MEETING** during the year except Dugald Eadie and Kevin Davis who were absent for one meeting. To enable the Board to discharge it...

4. File [032DRwsMG040520BsnsEn].xml:... es. All Board members attended every meeting during the year except Dugald Eadie and Kevin Davis who were absent for one **MEETING**. To enable the Board to discharge its duties effectively, all directors receive appropriate and timely information with ...

5. File [059DRwsIP040415BsnsEn].xml:... es on the performance of the business, in addition to items for discussion and previous minutes in advance of each Board **MEETING**. This enables the Directors to make informed decisions on the corporate and business issues under consideration. Indepen...
What lies behind GEDIRE

Corpus-based quantitative and qualitative information:

- Frequency-based rhetorical structure
  - Moves and steps. Typicality range
- Sentence type(s) and discourse connectors
  - Strategies. Grammatical uses
- Genre-bound lexicography and phraseology
  - N-grams and stats
Corpus-based linguistic databases: Language work

- Rhetorical structure
- Model lines
- Restricted genre dictionaries/glossaries
RHETORICAL STRUCTURE

- 15 moves and several steps within each (% of frequency to indicate if mandatory, desirable or optional)

<table>
<thead>
<tr>
<th>MOVES - FREQUENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>M1 - Introducción</strong></td>
</tr>
<tr>
<td><strong>M2 - Análisis de actividades</strong></td>
</tr>
<tr>
<td><strong>M3 - Asuntos monetarios</strong></td>
</tr>
<tr>
<td><strong>M4 - Directivos</strong></td>
</tr>
<tr>
<td><strong>M5 - Acciones y participaciones</strong></td>
</tr>
<tr>
<td><strong>M6 - Activos fijos</strong></td>
</tr>
</tbody>
</table>
M4. Directivos (100%)
  • 4.1. Datos personales (87%)
  • 4.2. Cambios consejo (84%)
  • 4.3. Conflicto intereses (87%)
  • 4.4 Remuneración (27%)
  • 4.5 Indemnizaciones y seguro (22%)
  • 4.6 Competencias (15%)
  • 4.7 Reuniones y asistencias (7%)
  • 4.8 Responsabilidades (33%)
MODEL LINES

- Prototypical strings to be filled in by user where variation is to be expected
- Offer lexicogrammatical information
- Guide the user about the tasks to be performed throughout the writing process
- Different choices marked by different types of brackets
Model line in 3.3.  *Pagos a acreedores y proveedores*

- It is the *(QUIÉN 1)*'s policy to agree [appropriate] {terms of payment / terms and conditions /payments} [in advance] with its {suppliers / creditors} and to {abide by / make payments in accordance with} those {terms / terms and conditions} [{provided that the supplier has complied with them / subject to satisfactory performance by the supplier}]
Model line brackets

- (QUIÉN 1) Activate restricted dictionary
- [appropriate] Signal option available but not required
- {terms of payment / terms and conditions / payments} Signal that one option must be chosen
It is the Group's policy to agree appropriate terms and conditions in advance with its suppliers and to make payments in accordance with those terms and conditions, provided that the supplier has complied with them.
EXAMPLES

- Extracted from the corpus (ACTRES browser)
- Representative of model lines

Details of directors' service contracts and remuneration are shown in the Directors' Remuneration Report on pages 40 to 43. Details of executive directors' remuneration are set out in Note 11 of the Financial Statements on page 28.
RESTRICTED GENRE DICTIONARIES

- Dicc. Comité o Comisión
- Dicc. Documentos
- Dicc. Norma
- Dicc. Puesto
- Dicc. Quién 1/ 2
- Dicc. Verbos
- Dicc. M7 Gestión de riesgos
- Dicc. M8 Fusiones y absorciones
- Dicc. M9 Empleo
- Dicc. M10 Gestión corporativa
- Dicc. M11 Proyecciones
- Dicc. M12 Auditoría
- Dicc. M13 Junta General de Accionistas
<table>
<thead>
<tr>
<th>NORMA</th>
<th>GEDIRE_DICCIONARIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Articles of Association</td>
<td>Español Estatutos</td>
</tr>
<tr>
<td></td>
<td>Estatutos sociales</td>
</tr>
<tr>
<td></td>
<td>Estatutos de la sociedad</td>
</tr>
<tr>
<td></td>
<td>Estatutos societarios</td>
</tr>
<tr>
<td>Combined Code</td>
<td>Código Combinado</td>
</tr>
<tr>
<td>Companies Act</td>
<td>Ley de Sociedades</td>
</tr>
<tr>
<td>Company’s Articles</td>
<td>Español Estatutos</td>
</tr>
<tr>
<td></td>
<td>Estatutos de la sociedad</td>
</tr>
<tr>
<td>Company’s Articles of Incorporation</td>
<td>Español Estatutos</td>
</tr>
<tr>
<td></td>
<td>Estatutos sociales</td>
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<tr>
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<td>Estatutos de la sociedad</td>
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<tr>
<td></td>
<td>Estatutos societarios</td>
</tr>
<tr>
<td>UK Combined Code</td>
<td>Código Combinado del Reino United</td>
</tr>
<tr>
<td>UK legislation</td>
<td>Legislación británica</td>
</tr>
</tbody>
</table>
Importar gedire

Introduzca un archivo gedire válido para continuar con su trabajo anteriormente guardado.

Examinar... No se ha seleccionado ningún archivo.

Enviar
SOFTWARE

- Server hosted web application
- No installation required
- Single webpage, full functionality
Web development technologies

- **Client-side coding:**
  - HTML5
  - CSS3
  - JavaScript
    - JavaScript library: Dojo Toolkit
  - Ajax

- **Server-side:**
  - PHP (5.3.2-1ubuntu4.11)

- **Data structure:**
  - XML
Web application architecture

Data for creating Web interface
- Rhetorical structure
- Model lines

Interface
- HTML + JavaScript

XML

User input
- HTML + JavaScript

Restricted genre dictionaries/glossaries

Dictionary

Autocomplete

Get/Save Directors’ Report

Import previously saved Directors’ Report

Download (pdf, rtf or Web)

Save Directors’ Report

Send

Upload

PHP

XML
Web browser and Operating System compatibility

- Supports:
  - Windows, Linux and Mac OS
  - Android and iOS

- Works with most Web browsers:
  - Firefox, Chrome, Safari, Opera, Internet Explorer, etc.
The interface: usability

- Multi-platform
- Accessible via Web browser
  - Installation free
- User-centered, user-friendly interface
- Report downloadable (pdf, rtf and html file)
Weaknesses

- For app user:
  - Requires relatively high competence in English (B2)

- For app builder:
  - Time-consuming
  - Intensive corpus-based description
  - Needs extensive testing, different user groups
**Strengths**

- **For app user:**
  - Time saving app
  - Correctness and acceptability of final text
  - User-friendly, no particular training/ equipment required
  - User can resume writing previously saved reports, not necessary to do it in one go

- **For app builder:**
  - Replicability
  - Customizable
Thank you!

DEMO:
http://contraste2.unileon.es/apps/demos/GEDIRE/

CONTACT:
actres@unileon.es

VIDEO:
http://actres.unileon.es/demos/videos/GEDIRE/