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| Appendix |
| Appendix to the Dissertation of Measuring Understandability and Plausibility through Reasoning |
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| **Megan Buuron** |
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| Appendix I: Information Retrieval, Appendix II: Full Analysis of the 2013 Chairman's letter, Appendix III: Full Analysis of the 2009 Chairman's letter, Appendix IV: Survey with the Answers and the Distribution of the answers level of 'Correctness'. |

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# Appendix I: Full Analysis 2013 Chairman's letter

## Paragraph 1

### Paragraph 1: Paragraph 1. Paraphrasing Sentence (1) and Sentence (2)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 1*** | *I joined the Bank at very short notice, and the scale of our poor financial situation has since been exposed. We are subject to multiple external reviews and investigations, an entirely necessary response to the events over recent years. This must not be brushed away and it is important we understand fully how standards fell so short. On behalf of the Board I apologise that customers, investors and colleagues were let down so severely.* | |
| Sentence(s) paragraph used. | **(1)** I [joined] the Bank [at very short notice], and the scale of our [poor] financial situation has [since] been exposed. | |
| Notes | *This sentence can be paraphrased, because there exist two premises.* | |
| Paraphrasing | Subject | Predicate |
| = I [joined] the Bank [at very short notice], and the scale of our [poor] financial situation  = I, the Bank,  = The scale of our [poor] financial situation | = [joined] the Bank [at very short notice], and the scale of our [poor] financial situation  = [joined at very short notice]  = has [since] been exposed. |
| **Premise 1:** I *(as the Bank)* [joined at very short notice]  **Premise 2:** The scale of our [poor] financial situation has [since] been exposed. | |
| Indicators | Inference | Rhetorical |
|  | = poor  = since | = joined at very short notice |

### Paragraph 1.2 Syllogism: Empty Deduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 1*** | *I joined the Bank at very short notice, and the scale of our poor financial situation has since been exposed. We are subject to multiple external reviews and investigations, an entirely necessary response to the events over recent years. This must not be brushed away and it is important we understand fully how standards fell so short. On behalf of the Board I apologise that customers, investors and colleagues were let down so severely.* | |
| Sentence(s) paragraph used. | **(1)** I [joined] the Bank [at very short notice], and the scale of our [poor] financial situation has [since] been exposed.  **(2(a))** We are subject to multiple external reviews and investigations, | |
| Paraphrased sentences used | I *(as the Bank)* [joined at very short notice]  The scale of our [poor] financial situation has [since] been exposed. | |
| Syllogism | **Empty Deduction** | |
| Subject | Predicate |
| = I *(as the Bank having a [poor] financial situation)*  = [the scale] | = [joined at very short notice]  = has [since] been exposed. |
| We are subject to [multiple] external reviews and investigations. | |
| Notes | *The 'I (as the Bank)' and 'our [poor] ..' can be linked, because they refer to the Bank. This means that both the predicates must form the conclusion. Since one of the predicates is fully rhetorical, this cannot be done. Therefore this is an empty induction, in which is concluded the 'We' of 'I' and 'our' and 'exposed' is linked to the 'external reviews and investigations' since an exposition in this case means doing reviews and investigations.* | |
| Indicators | Inference | Rhetorical |
|  | = poor  = since  = multiple | = joined at very short notice |

### Paragraph 1.3 Paraphrasing Sentence 2

|  |  |  |
| --- | --- | --- |
| ***Paragraph 1*** | *I joined the Bank at very short notice, and the scale of our poor financial situation has since been exposed. We are subject to multiple external reviews and investigations, an entirely necessary response to the events over recent years. This must not be brushed away and it is important we understand fully how standards fell so short. On behalf of the Board I apologise that customers, investors and colleagues were let down so severely.* | |
| Sentence(s) paragraph used. | **(2(b))** an [entirely necessary] response to the events over recent years. | |
| Notes | *Because the first part of this sentence is the conclusion reached, we miss information in the second part as a new premise. Therefore we need to add the first part again in order to have a subject.* | |
| Paraphrasing | Subject | Predicate |
| = ***(We)*** | = ***(are subject to)*** an entirely necessary response to the events over recent years. |
| ***(We) (are subject to)*** an entirely necessary response to the events over recent years. | |
| Indicators | Inference | Rhetorical |
|  | = entirely necessary  = ***(We)***  ***= (are subject to)*** | Not applicable |

### Paragraph 1.4 Syllogism: Empty Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 1*** | *I joined the Bank at very short notice, and the scale of our poor financial situation has since been exposed. We are subject to multiple external reviews and investigations, an entirely necessary response to the events over recent years. This must not be brushed away and it is important we understand fully how standards fell so short. On behalf of the Board I apologise that customers, investors and colleagues were let down so severely.* | |
| Sentence(s) paragraph used. | **(2)** We are subject to [multiple] external reviews and investigations,an [entirely necessary] response to the events over recent years. | |
| Paraphrased sentences used | ***(We) (are subject to)*** an [entirely necessary] response to the events over recent years. | |
| Syllogism | **Empty Induction** | |
| Subject | Predicate |
| = We  = ***(We)*** | = are subject to [multiple] external reviews and investigations  = ***(are subject to)*** an [entirely necessary] response to the events over recent years. |
| [Multiple] external reviews and investigations ***(is the)*** response to the events over recent years. | |
| Notes | *'We' can be linked to the other 'We' since they refer to the same thing. But since we had to add the 'We' in the second premise, this is an empty induction.* | |
| Indicators | Inference | Rhetorical |
|  | = multiple  = entirely necessary  = ***(We)***  ***= (are subject to)***  = ***(is the)*** | Not applicable |

### Paragraph 1.5 Syllogism: Deduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 1*** | *I joined the Bank at very short notice, and the scale of our poor financial situation has since been exposed. We are subject to multiple external reviews and investigations, an entirely necessary response to the events over recent years. This must not be brushed away and it is important we understand fully how standards fell so short. On behalf of the Board I apologise that customers, investors and colleagues were let down so severely.* | |
| Sentence(s) paragraph used. | **(3(a))** This [must] not be brushed away | |
| Paraphrased sentences used | External reviews and investigations ***(is the)*** response to the events over recent years. | |
| Syllogism | **Deduction** | |
| Subject | Predicate |
| = [Multiple] external reviews and investigations  = This | = ***(is the)*** response to the events over recent years.  = must not be brushed away |
| [Multiple] external reviews and investigations as responses over events in recent years [must] not be brushed away | |
| Notes | *'This' refers to the 'the response' made and therefore this is deduction.* | |
| Indicators | Inference | Rhetorical |
|  | = ***(is the)***  = must | Not applicable |

### Paragraph 1.6 Paraphrasing Sentence 3

|  |  |  |
| --- | --- | --- |
| ***Paragraph 1*** | *I joined the Bank at very short notice, and the scale of our poor financial situation has since been exposed. We are subject to multiple external reviews and investigations, an entirely necessary response to the events over recent years. This must not be brushed away and it is important we understand fully how standards fell so short. On behalf of the Board I apologise that customers, investors and colleagues were let down so severely.* | |
| Sentence(s) paragraph used. | **(3(6))** [it is important] we understand [fully] how standards fell [so] short. | |
| Notes | *The 'it in the beginning is rhetorical. The ‘We’ is more important, because it relates back to: ‘This must’. Emphasising on the ‘must’. Therefore we need to add ‘must’ in this part as well.* | |
| Paraphrasing | Subject | Predicate |
| = [it is important] we | = understand [fully] how standards fell [so] short.  = [must] understand [fully] how standards fell [so] short. |
| [it is important] we [must] understand [fully] how standards fell so short. | |
| Indicators | Inference | Rhetorical |
|  | = so  = must  = fully | = it is important |

### Paragraph 1.7 Syllogism: Abduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 1*** | *I joined the Bank at very short notice, and the scale of our poor financial situation has since been exposed. We are subject to multiple external reviews and investigations, an entirely necessary response to the events over recent years. This must not be brushed away and it is important we understand fully how standards fell so short. On behalf of the Board I apologise that customers, investors and colleagues were let down so severely.* | |
| Sentence(s) paragraph used. | **(3(6))** it is important we understand fully how standards fell so short. | |
| Paraphrased sentences used | [it is important] we [must] understand [fully] how standards fell [so] short. | |
| Syllogism | **Abduction** | |
| Subject | Predicate |
| = External reviews and investigations as responses over events in recent years  = [it is important] we | = [must] not be brushed away  = [must] understand [fully] how standards fell [so] short. |
| We ***([must] understand by)*** external reviews and investigations as responses over events in recent years | |
| Notes | *‘Not to be brushed away’ indicates that they need to ‘must understand fully’ and therefore can be connected. 'The indicator 'is being investigated by' makes it explicit that there are reviews and investigations made.* | |
| Indicators | Inference | Rhetorical |
|  | = must  = so  = fully  = ***([must] understand by)*** | Not applicable |

### Paragraph 1.8 Syllogism: Deduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 1*** | *I joined the Bank at very short notice, and the scale of our poor financial situation has since been exposed. We are subject to multiple external reviews and investigations, an entirely necessary response to the events over recent years. This must not be brushed away and it is important we understand fully how standards fell so short. On behalf of the Board I apologise that customers, investors and colleagues were let down so severely.* | |
| Sentence(s) paragraph used. | **(4)** [On behalf of the Board I apologise that] customers, investors and colleagues were let down [so severely]. | |
| Paraphrased sentences used | How standards fell so short ***([must] understand by)***external reviews and investigations as responses over events in recent years | |
| Syllogism | **Abduction** | |
| Subject | Predicate |
| = How standards fell so short  = [On behalf of the Board I apologise that] customers, investors and colleagues | = ***(is being investigated by)*** external reviews and investigations as responses over events in recent years  = were let down [so severely] |
| [On behalf of the Board I apologize that] customers, investors and colleagues were ***(subject to negative)*** external reviews and investigations as responses over events in recent years. | |
| Notes | *‘Fell so short’ has the same tone as ‘let down’.* | |
| Indicators | Inference | Rhetorical |
|  | = ***([must] understand by)***  = ***(subject to negative)***  = so severely | = On behalf of the Board I apologize that |
|  |  |  |

## Paragraph 2

### Paragraph 2.1 Paraphrasing Sentence (1) and Sentence (2)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 2*** | *Rebuilding the Bank is a significant challenge but I believe we now have the tools to begin turning the business around. Niall Booker, a veteran of the banking world, joined the Bank at the same time as me, and he and his new Executive Team have worked closely with the Board over the second half of last year to understand the true state of the Bank. Devising a Recapitalisation Plan acceptable to all stakeholders in very difficult circumstances, we were able to complete the Liability Management Exercise (LME) in December without which we wouldn’t be here today. This was certainly a key achievement and could not have been accomplished without the support of the vast majority of our subordinated bondholders, customers and colleagues for which we are extremely grateful* | |
| Sentence(s) paragraph used. | **(1)** 'Rebuilding the Bank is a [significant] challenge but [I believe] we [now] have the tools to begin turning the business around'. | |
| Notes | *This sentence can be paraphrased, because the word 'but' changes the essence of the sentence.* | |
| Paraphrasing | Subject | Predicate |
| Rebuilding the Bank | = is a [significant] challenge (P), but [I believe] we [now] have the tools to begin turning the business around (P)  = but we have the tools to realize it  = but we can realize it.  = can be realised. |
| Rebuilding the Bank can be solved | |
| Indicators | Inference | Rhetorical |
|  | Not applicable | = significant  = I believe  = now |

|  |  |  |
| --- | --- | --- |
| ***Paragraph 2*** | *Rebuilding the Bank is a significant challenge but I believe we now have the tools to begin turning the business around. Niall Booker, a veteran of the banking world, joined the Bank at the same time as me, and he and his new Executive Team have worked closely with the Board over the second half of last year to understand the true state of the Bank. Devising a Recapitalisation Plan acceptable to all stakeholders in very difficult circumstances, we were able to complete the Liability Management Exercise (LME) in December without which we wouldn’t be here today. This was certainly a key achievement and could not have been accomplished without the support of the vast majority of our subordinated bondholders, customers and colleagues for which we are extremely grateful* | |
| Sentence(s) paragraph used. | **(2)** Niall Booker, [a veteran of the banking world], [joined] the Bank [at the same time as me], he and his new Executive Team have worked [closely with the Board] over the second half of last year to understand [the true state of the Bank]. | |
| Notes | *This sentence can be paraphrased, because the there is a lot of noise within the text that distracts from the essence.* | |
| Paraphrasing | Subject | Predicate |
| = Niall B., [a veteran of the banking world] (S) [joined] the Bank [at the same time as me] and he and his new Executive Team  = Niall B., The Bank, He and his new Executive Team  = Niall B. | = have worked [closely with the Board] over the second half of last year] to understand [the true state of the Bank]  = understands  = is appointed to understand. |
| Niall B. is appointed to understand. | |
| Indicators | Inference | Rhetorical |
|  | Not applicable | = a veteran of the banking world  = joined  = at the same time as me  = closely with the Board  = the true state of the Bank |

### Paragraph 2.2 Syllogism: Abduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 2*** | *Rebuilding the Bank is a significant challenge but I believe we now have the tools to begin turning the business around. Niall Booker, a veteran of the banking world, joined the Bank at the same time as me, and he and his new Executive Team have worked closely with the Board over the second half of last year to understand the true state of the Bank. Devising a Recapitalisation Plan acceptable to all stakeholders in very difficult circumstances, we were able to complete the Liability Management Exercise (LME) in December without which we wouldn’t be here today. This was certainly a key achievement and could not have been accomplished without the support of the vast majority of our subordinated bondholders, customers and colleagues for which we are extremely grateful* | |
| Sentence(s) paragraph used. | **(1)** 'Rebuilding the Bank is a [significant] challenge but [I believe] we [now] have the tools to begin turning the business around'. **(2)** Niall Booker, a veteran of the banking world, joined the Bank at the same time as me, he and his new Executive Team have worked closely with the Board over the second half of last year to understand the true state of the Bank | |
| Paraphrased sentences used | Rebuilding the Bank can be solved  Niall B. can solve it. | |
| Syllogism | **Abduction** | |
| Subject | Predicate |
| = Rebuilding the Bank  = Niall B. | = can be solved  = is appointed to understand. |
| Niall B. ***[can]*** rebuild the Bank. | |
| Notes | *The 'can be solved' and 'is appointed to understand' refer to the same solution and therefore counts as a common term. The [can] is added as an indicator to make the sentence more logical.* | |

### Paragraph 2.3.1 Paraphrasing Sentence 3

|  |  |  |
| --- | --- | --- |
| ***Paragraph 2*** | *Rebuilding the Bank is a significant challenge but I believe we now have the tools to begin turning the business around. Niall Booker, a veteran of the banking world, joined the Bank at the same time as me, and he and his new Executive Team have worked closely with the Board over the second half of last year to understand the true state of the Bank. Devising a Recapitalisation Plan acceptable to all stakeholders in very difficult circumstances, we were able to complete the Liability Management Exercise (LME) in December without which we wouldn’t be here today. This was certainly a key achievement and could not have been accomplished without the support of the vast majority of our subordinated bondholders, customers and colleagues for which we are extremely grateful* | |
| Sentence(s) paragraph used. | **(3)** [Devising a Recapitalisation Plan acceptable to all stakeholders in very difficult circumstances], we were able to complete the Liability Management Exercise (LME) [in December without which we wouldn’t be here today]. | |
| Notes | *This sentence can be paraphrased, because the ‘Recapitalisation Plan’ is connected to the ‘LME’ by mentioning this plan.* | |
| Paraphrasing | Subject | Predicate |
| = Devising a Recapitalisation Plan  = ***(We)***devised a Recapitalisation Plan  = ***(We)*** | = [acceptable to all stakeholders in very difficult circumstances]  = devised a Recapitalisation Plan [acceptable to all stakeholders in very difficult circumstances] |
| ***(We)*** devised a Recapitalisation Plan [acceptable to all stakeholders in very difficult circumstances] | |
| Indicators | Inference | Rhetorical |
|  | = ***(We)*** | = acceptable to all stakeholders in very difficult circumstances  = in December without which we wouldn’t be here today |

### Paragraph 2.3.2 Syllogism: Empty Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 2*** | *Rebuilding the Bank is a significant challenge but I believe we now have the tools to begin turning the business around. Niall Booker, a veteran of the banking world, joined the Bank at the same time as me, and he and his new Executive Team have worked closely with the Board over the second half of last year to understand the true state of the Bank. Devising a Recapitalisation Plan acceptable to all stakeholders in very difficult circumstances, we were able to complete the Liability Management Exercise (LME) in December without which we wouldn’t be here today. This was certainly a key achievement and could not have been accomplished without the support of the vast majority of our subordinated bondholders, customers and colleagues for which we are extremely grateful* | |
| Sentence(s) paragraph used. | **(3)** [Devising a Recapitalisation Plan acceptable to all stakeholders in very difficult circumstances], we were able to complete the Liability Management Exercise (LME)[in December without which we wouldn’t be here today]. | |
| Syllogism | **Empty Induction** | |
| Subject | Predicate |
| = ***(We)***  = We | = devised a Recapitalisation Plan [acceptable to all stakeholders in very difficult circumstances]  = were able to complete the Liability Management Exercise (LME) [in December without which we wouldn’t be here today]. |
| Completion of the LME ***(was enabled by)*** devising a Recapitalisation Plan [acceptable to all stakeholders in very difficult circumstances]. | |
| Notes | *Niall B. represents the Bank which represents the term 'We'. That is why these two are linked (after determining the first 'We' by paraphrasing). The 'can help' references the function of the completion of the LME.* | |
| Indicators | Inference | Rhetorical |
|  | = ***(can help)*** | = Devising a Recapitalisation Plan acceptable to all stakeholders in very difficult circumstances  = in December without which we wouldn’t be here today |

### Paragraph 2.3.3 Syllogism: Deduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 2*** | *Rebuilding the Bank is a significant challenge but I believe we now have the tools to begin turning the business around. Niall Booker, a veteran of the banking world, joined the Bank at the same time as me, and he and his new Executive Team have worked closely with the Board over the second half of last year to understand the true state of the Bank. Devising a Recapitalisation Plan acceptable to all stakeholders in very difficult circumstances, we were able to complete the Liability Management Exercise (LME) in December without which we wouldn’t be here today. This was certainly a key achievement and could not have been accomplished without the support of the vast majority of our subordinated bondholders, customers and colleagues for which we are extremely grateful* | |
| Sentence(s) paragraph used. | **(3)** [Devising a Recapitalisation Plan acceptable to all stakeholders in very difficult circumstances], we were able to complete the Liability Management Exercise (LME)[in December without which we wouldn’t be here today]. | |
| Syllogism | **Deduction** | |
| Subject | Predicate |
| = Niall B.  = Completion of the LME | = [can] rebuild the Bank  = ***(was enabled by)*** devising a Recapitalisation Plan [acceptable to all stakeholders in very difficult circumstances]. |
| Completion of the LME ***(can help)*** to rebuild the Bank | |
| Notes | *Niall B. represents the Bank which represents 'devising a Recapitalisation Plan [acceptable to all stakeholders...]'. That is why these two are linked. The 'can help' references the function of the completion of the LME.* | |
| Indicators | Inference | Rhetorical |
|  | = ***(can help)*** | = Devising a Recapitalisation Plan acceptable to all stakeholders in very difficult circumstances  = in December without which we wouldn’t be here today |

### Paragraph 2.4 Syllogism: Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 2*** | *Rebuilding the Bank is a significant challenge but I believe we now have the tools to begin turning the business around. Niall Booker, a veteran of the banking world, joined the Bank at the same time as me, and he and his new Executive Team have worked closely with the Board over the second half of last year to understand the true state of the Bank. Devising a Recapitalisation Plan acceptable to all stakeholders in very difficult circumstances, we were able to complete the Liability Management Exercise (LME) in December without which we wouldn’t be here today. This was certainly a key achievement and could not have been accomplished without the support of the vast majority of our subordinated bondholders, customers and colleagues for which we are extremely grateful* | |
| Sentence(s) paragraph used. | **(4)** This was certainly a key achievement and could not have been accomplished without the support of the vast majority of our subordinated bondholders, customers and colleagues for which we are extremely grateful. | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = Completion of the LME  = This | = ***(can help)*** to rebuild the Bank  = was [certainly] a key achievement [and could not have been accomplished without the support of the vast majority of our subordinated bondholders, customers and colleagues for which we are extremely grateful]. |
| Rebuilding the Bank was [certainly] a key achievement [and could not have been accomplished without the support of the vast majority of our subordinated bondholders, customers and colleagues for which we are extremely grateful]. | |
| Notes | *'This' refers directly to the completion to the LME and that is why they are the common term.* | |
| Indicators | Inference | Rhetorical |
|  | = [certainly] | [and could not have been accomplished without the support of the vast majority of our subordinated bondholders, customers and colleagues for which we are extremely grateful]. |

## Paragraph 3

### Paragraph 3.1 Syllogism: Abduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 3*** | *The implications of separating the Bank from The Co-operative Group were not fully known at the time of the LME. We now estimate that the complexities involved, and the consequent cost and tax implications, are very significant. Together with providing for the costs of further customer redress, these items have adversely impacted our capital base. As a consequence we announced on 24 March 2014, that we have started the process of raising additional capital. This will strengthen our Common Equity Tier 1 (CET1) position as we embark on our Turnaround Plan. This is over and above the already planned contribution from The Co‑operative Group in 2014 upon which we are still dependent.* | |
| Sentence(s) paragraph used. | **(1)** The implications of separating the Bank [from the Co-operative Group] were not [fully] known [at the time of the LME].  **(2)** We [now estimate that] the complexities involved, and the consequent cost and tax implications, are [very] significant. | |
| Syllogism | **Abduction** | |
| Subject | Predicate |
| = The implications of separating the Bank [from the Co-operative Group]  = [We now estimate that] the complexities involved, and the consequent cost and tax implications, | = were not [fully] known [at the time of the LME].  = are [very] significant |
| ***(The estimation of)*** the [very] significant ***(total implications)*** were not [fully] known [at the time of the LME]. | |
| Notes | *The ‘complexities involved and the consequent cost and tax implications’ are implications of ‘the implications of separating the Bank’ and therefore connected.* | |
| Indicators | Inference | Rhetorical |
|  | = fully  = We now estimate that  = very  = ***(The estimation of)***  = ***(total implications)*** | = from the Co-operative Group  = at the time of the LME |

### Paragraph 3.2 Syllogism: Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 3*** | *The implications of separating the Bank from The Co-operative Group were not fully known at the time of the LME. We now estimate that the complexities involved, and the consequent cost and tax implications, are very significant. Together with providing for the costs of further customer redress, these items have adversely impacted our capital base. As a consequence we announced on 24 March 2014, that we have started the process of raising additional capital. This will strengthen our Common Equity Tier 1 (CET1) position as we embark on our Turnaround Plan. This is over and above the already planned contribution from The Co‑operative Group in 2014 upon which we are still dependent.* | |
| Sentence(s) paragraph used. | **(3)** [Together with providing for the costs of further customer redress], these items have [adversely] impacted our capital base. | |
| Paraphrased sentences used. | ***(The estimation of)*** the [very] significant ***(total implications)*** were not [fully] known [at the time of the LME]. | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = ***(The estimation of)*** the [very] significant ***(total implications)***  = [Together with providing for the costs of further customer redress], These items | = were not [fully] known [at the time of the LME].  = have [adversely] impacted our capital base. |
| The [adverse] impact on our capital base was ***(due to)*** not fully known ***(and estimated to be [very] significant total implications).*** | |
| Notes | *'These items' directly refer to 'the various implications' and thus can be treated as the common term. The indicator 'due to' is added to make the sentence more logical. Further ‘and estimated to be [very] significant total implications’ is added to highlight the impact of the implications.* | |
| Indicators | Inference | Rhetorical |
|  | = adversely  = ***(due to)***  ***= (and estimated to be [very] significant total implications).*** | = Together with providing for the costs of further customer redress |

### Paragraph 3.3 Paraphrasing Sentence (4)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 3*** | *The implications of separating the Bank from The Co-operative Group were not fully known at the time of the LME. We now estimate that the complexities involved, and the consequent cost and tax implications, are very significant. Together with providing for the costs of further customer redress, these items have adversely impacted our capital base. As a consequence we announced on 24 March 2014, that we have started the process of raising additional capital. This will strengthen our Common Equity Tier 1 (CET1) position as we embark on our Turnaround Plan. This is over and above the already planned contribution from The Co‑operative Group in 2014 upon which we are still dependent.* | |
| Sentence(s) paragraph used. | **(4)** [As a consequence] [we announced on 24 March 2014], that [we have started the process of] raising additional capital. | |
| Notes | *The indicator [As a consequence] refers to the impact on the capital base. However this isn't made explicit enough to indicate a subject. Based on this sentence only the predicate of '[We started the process of] raising additional capital'. Therefore we need to paraphrase this sentence by adding a logical subject.* | |
| Paraphrasing | Subject | Predicate |
| = [As a consequence] [we announced on 24 March 2014]  = [As a consequence] ***(of this)*** [we announced on 24 March 2014]  = [As a consequence] ***(of this)*** | = [we have started the process of] raising additional capital. |
| [As a consequence] ***(of this)*** [we have started the process of] raising additional capital. | |
| Indicators | Inference | Rhetorical |
|  | = As a consequence  = ***(of this)*** | = we announced on 24 March 2014  = we have started the process of |

### Paragraph 3.4 Syllogism: Empty Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 3*** | *The implications of separating the Bank from The Co-operative Group were not fully known at the time of the LME. We now estimate that the complexities involved, and the consequent cost and tax implications, are very significant. Together with providing for the costs of further customer redress, these items have adversely impacted our capital base. As a consequence we announced on 24 March 2014, that we have started the process of raising additional capital. This will strengthen our Common Equity Tier 1 (CET1) position as we embark on our Turnaround Plan. This is over and above the already planned contribution from The Co‑operative Group in 2014 upon which we are still dependent.* | |
| Sentence(s) paragraph used. | **(4)** [As a consequence] [we announced on 24 March 2014], that [we have started the process of] raising [additional] capital. | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = The [adverse] impact on our capital base  = [As a consequence] ***(of this)*** | = was ***(due to)*** not fully known ***(and estimated to be [very] significant total implications).***  = [we have started the process of] raising [additional]capital. |
| The process of raising [additional] capital was ***(due to)*** not fully known ***(and estimated to be [very] significant total implications).*** | |
| Notes | *Since the subject 'of this' is added, we can conclude an empty induction, because 'of this' refers to the 'adverse impact on our capital base'.* | |
| Indicators | Inference | Rhetorical |
|  | = ***(due to)***  ***= (and estimated to be [very] significant total implications)*** | = ***(implications)*** |

### Paragraph 3.5 Syllogism: Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 3*** | *The implications of separating the Bank from The Co-operative Group were not fully known at the time of the LME. We now estimate that the complexities involved, and the consequent cost and tax implications, are very significant. Together with providing for the costs of further customer redress, these items have adversely impacted our capital base. As a consequence we announced on 24 March 2014, that we have started the process of raising additional capital. This will strengthen our Common Equity Tier 1 (CET1) position as we embark on our Turnaround Plan. This is over and above the already planned contribution from The Co‑operative Group in 2014 upon which we are still dependent.* | |
| Sentence(s) paragraph used. | **(5)** This will strengthen [our Common Equity Tier 1 (CET1)] position [as we embark on our Turnaround Plan]. | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = The process of raising [additional] capital  = This | = was ***(due to)*** not fully known ***(and estimated to be [very] significant total implications).***  = will strengthen [our Common Equity Tier 1 (CET1)] position [as we embark on our Turnaround Plan]. |
| ***(What)*** will strengthen our position is ***(raising additional capital)*** ***(due to)*** not fully known ***(and estimated to be [very] significant total implications).*** | |
| Notes | *In order to make the sentence more logical, the indicators 'What' and 'raising additional capital' is added to make it the conclusion more explicit.* | |
| Indicators | Inference | Rhetorical |
|  | = ***(What)***  ***= (due to)***  ***= (and estimated to be [very] significant total implications)*** | = ***(raising additional capital)*** |

### Paragraph 3.6 Syllogism: Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 3*** | *The implications of separating the Bank from The Co-operative Group were not fully known at the time of the LME. We now estimate that the complexities involved, and the consequent cost and tax implications, are very significant. Together with providing for the costs of further customer redress, these items have adversely impacted our capital base. As a consequence we announced on 24 March 2014, that we have started the process of raising additional capital. This will strengthen our Common Equity Tier 1 (CET1) position as we embark on our Turnaround Plan. This is over and above the already planned contribution from The Co‑operative Group in 2014 upon which we are still dependent.* | |
| Sentence(s) paragraph used. | **(6)** This is over and above the already planned contribution [from The Co‑operative Group in 2014] upon which we are still dependent. | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = ***(What)*** will strengthen our position  = This | = is ***(raising additional capital)*** ***(due to)*** not fully known ***(and estimated to be [very] significant total implications).***  = is over and above the already planned contribution [from The Co‑operative Group in 2014] upon which we are still dependent. |
| The over and above the already planned contribution [from The Co‑operative Group in 2014] upon which we are still dependent ***(amounts to)*** ***(raising additional capital)*** was ***(due to)***not fully known and significant implications. | |
| Notes | *This relates to the strengthening of the position, hence induction.*  *In order to make the sentence more logical, the indicator 'amounts to' is added. The common term is there the 'strengthening our position' as that is where 'this' refers to.* | |
| Indicators | Inference | Rhetorical |
|  | = ***(amounts to)***  ***= (due to)***  ***= (and estimated to be [very] significant total implications)*** | = ***(raising additional capital)*** |

## Paragraph 4

### Paragraph 4.1 Paraphrasing Sentence (2)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 4*** | *The loyalty of our customers during this difficult time has been considerable. We have also been reminded that what the business is supposed to stand for is important for society as a whole. That is why the task of rebuilding the Bank counts so much. As such, for the first time we have embedded in the legal constitution of the Bank a pledge that requires us to act in line with the principles and values associated with The Co-operative Movement and we have established a Board Committee to ensure our adherence to those standards. Further details are outlined in the Values and Ethics section of this report. It is also important to acknowledge the commitment of colleagues who have gone about their work with huge professionalism during this period of corporate turmoil. I would like to say a heartfelt thank you to all of them.* | |
| Sentence(s) paragraph used. | **(1)** [The loyalty of our customers during this difficult time has been considerable].  **(2)** [We have also been reminded that] what the business [is supposed to stand for] is important [for society as a whole]. | |
| Notes | *The first sentence gives additional information about the second sentence and therefore cannot be a syllogism. The second sentence can be paraphrased to its essence.* | |
| Paraphrasing | Subject | Predicate |
| = [We have also been reminded that] what the business [is supposed to stand for]  = The business [is supposed to stand for]  = The business ***(and what it)*** [is supposed to stand for] | = is important [for society as a whole]. |
| The business ***(and what it)*** [is supposed to stand for] is important [for society as a whole]. | |
| Indicators | Inference | Rhetorical |
|  | = We have also been reminded that  = is supposed to stand for  = ***(and what it)*** | = The loyalty of our customers during this difficult time has been considerable  = for society as a whole |

### Paragraph 4.2 Syllogism: Abduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 4*** | *The loyalty of our customers during this difficult time has been considerable. We have also been reminded that what the business is supposed to stand for is important for society as a whole. That is why the task of rebuilding the Bank counts so much. As such, for the first time we have embedded in the legal constitution of the Bank a pledge that requires us to act in line with the principles and values associated with The Co-operative Movement and we have established a Board Committee to ensure our adherence to those standards. Further details are outlined in the Values and Ethics section of this report. It is also important to acknowledge the commitment of colleagues who have gone about their work with huge professionalism during this period of corporate turmoil. I would like to say a heartfelt thank you to all of them.* | |
| Sentence(s) paragraph used. | **(2)** [We have also been reminded that] what the business [is supposed to stand for] is important [for society as a whole].  **(3)** That is why the task of rebuilding the Bank counts so much. | |
| Paraphrased sentences used. | The business ***(and what it)*** [is supposed to stand for] is important  The task of rebuilding the Bank was [certainly] a key achievement and why it counts so much. | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = The business ***(and what it)*** [is supposed to stand for  = The task of rebuilding the Bank | = is important [for society as a whole].  = counts so much. |
| The task of rebuilding the Bank is ***(to what)*** the business [is supposed to stand for] | |
| Notes | *The 'important' and ‘counts so much' relates to each other by what they emphases. That is why they are the common term. Since the common term conveys something about the subject as well as the predicate within the conclusion, the indicator 'a key achievement and important for' is added to link the 'task of rebuilding' to the 'business'.* | |
| Indicators | Inference | Rhetorical |
|  | = ***(to what)*** | = is supposed to stand for |

### Paragraph 4.4 Syllogism: Deduction.

|  |  |  |
| --- | --- | --- |
| ***Paragraph 4*** | *The loyalty of our customers during this difficult time has been considerable. We have also been reminded that what the business is supposed to stand for is important for society as a whole. That is why the task of rebuilding the Bank counts so much. As such, for the first time we have embedded in the legal constitution of the Bank a pledge that requires us to act in line with the principles and values associated with The Co-operative Movement and we have established a Board Committee to ensure our adherence to those standards. Further details are outlined in the Values and Ethics section of this report. It is also important to acknowledge the commitment of colleagues who have gone about their work with huge professionalism during this period of corporate turmoil. I would like to say a heartfelt thank you to all of them.* | |
| Sentence(s) paragraph used. | **(4)** [As such, for the first time] we [have embedded in the legal constitution of the Bank a pledge that] requires us to act in line with the principles and values associated with The Co-operative Movement [and we have established a Board Committee to ensure our adherence to those standards]. | |
| Syllogism | **Deduction** | |
| Subject | Predicate |
| = The task of rebuilding the Bank  = […] We | = is ***(to what)*** the business [is supposed to stand for]  = […] requires us to act in line with the principles and values associated with The Co-operative Movement […] |
| The task of rebuilding the Bank requires us to act in line with the principles and values associated with The Co-operative Movement. | |
| Notes | *This last sentence adds a lot of information. The point that the writer is trying to get across is to ‘act in line with…’ since that is a major part in rebuilding the Bank. This can be concluded by that ‘We’ can be represented by ‘the business (and what it is supposed to stand for)’.* | |
| Indicators | Inference | Rhetorical |
|  | = ***(to what)***  = [As such, for the first time] | = have embedded in the legal constitution of the Bank a pledge that  = and we have established a Board Committee to ensure our adherence to those standards |

## Paragraph 5

### Paragraph 5.1 Paraphrasing Sentence (1)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 5*** | *Whilst The Co-operative Group remains our single largest shareholder, it must also be stressed that the Bank is now run and governed quite separately and The Co-operative Group has a right to nominate only two Directors to the Bank’s Board although following the announcement of the need to raise additional capital, their nominated Board member has stepped down. We do, of course, remain united by our values and ethics and the many customers that we also share.* | |
| Sentence(s) paragraph used. | **(1)** [Whilst The Co-operative Group remains our single largest shareholder, it must also be stressed that] the Bank is [now] run and governed [quite] separately and The Co-operative Group has a right to nominate only two Directors to the Bank’s Board although following the announcement of the need to raise additional capital, their nominated Board member has stepped down. | |
| Notes | *This whole sentence can be paraphrased, but not as separate premises.* | |
| Paraphrasing | Subject | Predicate |
| = [Whilst The Co-operative Group remains our single largest] shareholder, it must also be stressed that] the Bank  = The Bank | = is [now] run and governed [quite] separately [and The Co-operative Group has a right to nominate only two Directors to the Bank’s Board although following the announcement of the need to raise additional capital, their nominated Board member has stepped down].  = is [now] run and governed [quite] separately |
| The Bank is [now] run and governed [quite] separately. | |
| Indicators | Inference | Rhetorical |
|  | = now  = quite | = Whilst The Co-operative Group remains our single largest  = and The Co-operative Group has a right to nominate only two Directors to the Bank’s Board although following the announcement of the need to raise additional capital, their nominated Board member has stepped down |

### Paragraph 5.2 Syllogism: Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 5*** | *Whilst The Co-operative Group remains our single largest shareholder, it must also be stressed that the Bank is now run and governed quite separately and The Co-operative Group has a right to nominate only two Directors to the Bank’s Board although following the announcement of the need to raise additional capital, their nominated Board member has stepped down. We do, of course, remain united by our values and ethics and the many customers that we also share.* | |
| Sentence(s) paragraph used. | **(2)** We do, [of course], remain united by our values and ethics and the many customers that we [also] share. | |
| Paraphrased sentences used. | The Bank is [now] run and governed [quite] separately | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = The Bank  = We | = is [now] run and governed [quite] separately  = do, [of course], remain united by our values and ethics and the many customers that we [also] share. |
| ***(We)*** remain united by our values and ethics and the many customers that we [also] share ***(even though) (The Bank)*** is [now] run and governed [quite] separately. | |
| Notes | *Within this paragraph exist no syllogism, because it states two separate things that in the end only can be paraphrased together by the terms 'The Bank' and 'We'.* | |
| Indicators | Inference | Rhetorical |
|  | = now  = quite  = of course  = also  = ***(We)***  ***= (even though)***  ***= (The Bank)*** | Not applicable |

## Paragraph 6

### Paragraph 6.1 Paraphrasing Sentence (1) and Sentence (2)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 6*** | *We are in the process of reshaping the Board to improve the governance in the Bank and have appointed new Non-Executive Directors who bring significant experience. Most recently, we welcomed Dennis Holt as our Senior Independent Director on 3 February 2014. Dennis has 36 years of executive experience at major financial services firms including as UK Chief Executive of AXA and as a main Board Executive Director at Lloyds TSB in charge of the Retail bank. Bill Thomas joined us on 28 October 2013 after holding very senior roles in information technology firms and will help to improve Board supervision of our IT activities. These add to the appointments made over the course of the first half of the year. We are currently recruiting for a number of other Board roles including an Independent Chair of our Values and Ethics Committee. Full details of the appointments made to date and the steps we are taking are outlined in the Governance section.* | |
| Sentence(s) paragraph used. | **(1)** We are in the process of reshaping the Board [to improve the governance in the Bank] and have appointed new Non-Executive Directors who bring [significant] experience. | |
| Notes | *This sentence can be split up into two premises.* | |
| Paraphrasing | Subject | Predicate |
| = We | = are in the process of reshaping the Board [to improve the governance in the Bank] |
| = ***(We)*** | = have appointed new Non-Executive Directors who bring [significant] experience. |
| **Premise 1:** We are in the process of reshaping the Board [to improve the governance in the Bank]  **Premise 2:** ***(We)*** have appointed new Non-Executive Directors who bring [significant] experience. | |
| Indicators | Inference | Rhetorical |
|  | = ***(We)***  ***=*** significant | = to improve the governance in the Bank  = in the process of |

### Paragraph 6.2 Syllogism: Empty Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 6*** | *We are in the process of reshaping the Board to improve the governance in the Bank and have appointed new Non-Executive Directors who bring significant experience. Most recently, we welcomed Dennis Holt as our Senior Independent Director on 3 February 2014. Dennis has 36 years of executive experience at major financial services firms including as UK Chief Executive of AXA and as a main Board Executive Director at Lloyds TSB in charge of the Retail bank. Bill Thomas joined us on 28 October 2013 after holding very senior roles in information technology firms and will help to improve Board supervision of our IT activities. These add to the appointments made over the course of the first half of the year. We are currently recruiting for a number of other Board roles including an Independent Chair of our Values and Ethics Committee. Full details of the appointments made to date and the steps we are taking are outlined in the Governance section.* | |
| Sentence(s) paragraph used. | **(1)** We are [in the process of] reshaping the Board [to improve the governance in the Bank] and have appointed new Non-Executive Directors who bring [significant] experience. | |
| Paraphrased sentences used. | **Premise 1:** We are in the process of reshaping the Board [to improve the governance in the Bank]  **Premise 2:** ***(We)*** have appointed new Non-Executive Directors who bring [significant] experience. | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = We  = ***(We)*** | = are [in the process of] reshaping the Board [to improve the governance in the Bank]  = have appointed new Non-Executive Directors who bring [significant] experience. |
| Appointing new Non-Executive Directors who bring [significant] experience is [being in the process of] reshaping the Board [to improve the governance in the Bank]. | |
| Notes | *The second premise is related to the 'We' in the beginning. Though unsaid in the second part, there is something missing in the conclusion.* | |
| Indicators | Inference | Rhetorical |
|  | ***= (We)***  = significant | Not applicable |

### Paragraph 6.3 Paraphrasing Sentence (2), Sentence (3) and Sentence (4)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 6*** | *We are in the process of reshaping the Board to improve the governance in the Bank and have appointed new Non-Executive Directors who bring significant experience. Most recently, we welcomed Dennis Holt as our Senior Independent Director on 3 February 2014. Dennis has 36 years of executive experience at major financial services firms including as UK Chief Executive of AXA and as a main Board Executive Director at Lloyds TSB in charge of the Retail bank. Bill Thomas joined us on 28 October 2013 after holding very senior roles in information technology firms and will help to improve Board supervision of our IT activities. These add to the appointments made over the course of the first half of the year. We are currently recruiting for a number of other Board roles including an Independent Chair of our Values and Ethics Committee. Full details of the appointments made to date and the steps we are taking are outlined in the Governance section.* | |
| Sentence(s) paragraph used. | **(2)** [Most recently], we welcomed Dennis Holt [as our Senior Independent Director on 3 February 2014].  **(3)** [Dennis has 36 years of executive experience at major financial services firms including as UK Chief Executive of AXA and as a main Board Executive Director at Lloyds TSB in charge of the Retail bank].  **(4)** Bill Thomas joined us [on 28 October 2013 after holding very senior roles in information technology firms] and will help to improve Board supervision [of our IT activities]. | |
| Notes | *The second sentence indicates a new appointment as well as the fourth sentence. The third gives additional rhetorical information to the second sentence. Therefore both can be paraphrased together* | |
| Paraphrasing | Subject | Predicate |
| = [Most recently], We  = [Dennis]  = Bill Thomas | = welcomed Dennis Holt [as our Senior Independent Director on 3 February 2014].  = [has 36 years of executive experience at major financial services firms including as UK Chief Executive of AXA and as a main Board Executive Director at Lloyds TSB in charge of the Retail bank].  = joined us [on 28 October 2013 after holding very senior roles in information technology firms] and will help to improve Board supervision [of our IT activities]. |
| = Dennis Holt and Bill Thomas | = have been appointed to help improve Board supervision. |
| Dennis Holt and Bill Thomas have been appointed to help improve Board supervision. | |
| Indicators | Inference | Rhetorical |
|  | = Most recently  = [Dennis] | = as our Senior Independent Director on 3 February 2014  = has 36 years of executive experience at major financial services firms including as UK Chief Executive of AXA and as a main Board Executive Director at Lloyds TSB in charge of the Retail bank  = on 28 October 2013 after holding very senior roles in information technology firms  = of our IT activities |

### Paragraph 6.4 Syllogism: Abduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 6*** | *We are in the process of reshaping the Board to improve the governance in the Bank and have appointed new Non-Executive Directors who bring significant experience. Most recently, we welcomed Dennis Holt as our Senior Independent Director on 3 February 2014. Dennis has 36 years of executive experience at major financial services firms including as UK Chief Executive of AXA and as a main Board Executive Director at Lloyds TSB in charge of the Retail bank. Bill Thomas joined us on 28 October 2013 after holding very senior roles in information technology firms and will help to improve Board supervision of our IT activities. These add to the appointments made over the course of the first half of the year. We are currently recruiting for a number of other Board roles including an Independent Chair of our Values and Ethics Committee. Full details of the appointments made to date and the steps we are taking are outlined in the Governance section.* | |
| Sentence(s) paragraph used. | **(2)** [Most recently], we welcomed Dennis Holt [as our Senior Independent Director on 3 February 2014].  **(3)** [Dennis has 36 years of executive experience at major financial services firms including as UK Chief Executive of AXA and as a main Board Executive Director at Lloyds TSB in charge of the Retail bank].  **(4)** Bill Thomas joined us [on 28 October 2013 after holding very senior roles in information technology firms] and will help to improve Board supervision [of our IT activities]. | |
| Paraphrased sentences used. | Appointing new Non-Executive Directors who bring [significant] experience is [being in the process of] reshaping the Board [to improve the governance in the Bank].  Dennis Holt and Bill Thomas have been appointed to help improve Board supervision. | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = Appointing new Non-Executive Directors who bring [significant] experience  = Dennis Holt and Bill Thomas | = [being in the process of] reshaping the Board [to improve the governance in the Bank].  = have been appointed to help improve Board supervision. |
| Dennis Holt and Bill Thomas have been appointed as new Non-Executive Directors who bring [significant] experience | |
| Notes | *'Reshaping' and 'appointing' are two things that indicate a process and therefore can be connected to each other.* | |
| Indicators | Inference | Rhetorical |
|  | = significant | Not applicable |

### Paragraph 6.4 Syllogism: Deduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 6*** | *We are in the process of reshaping the Board to improve the governance in the Bank and have appointed new Non-Executive Directors who bring significant experience. Most recently, we welcomed Dennis Holt as our Senior Independent Director on 3 February 2014. Dennis has 36 years of executive experience at major financial services firms including as UK Chief Executive of AXA and as a main Board Executive Director at Lloyds TSB in charge of the Retail bank. Bill Thomas joined us on 28 October 2013 after holding very senior roles in information technology firms and will help to improve Board supervision of our IT activities. These add to the appointments made over the course of the first half of the year. We are currently recruiting for a number of other Board roles including an Independent Chair of our Values and Ethics Committee. Full details of the appointments made to date and the steps we are taking are outlined in the Governance section.* | |
| Sentence(s) paragraph used. | **(5)** These add to the appointments made over the course of the first half of the year. | |
| Paraphrased sentences used. | Dennis Holt and Bill Thomas have been appointed as new Non-Executive Directors who bring [significant] experience | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = Dennis Holt and Bill Thomas  = These | = have been appointed as new Non-Executive Directors who bring [significant] experience  = add to the appointments made [over the course of the first half of the year]. |
| Adding to appointments made [over the course of the first half of the year] are Dennis Holt and Bill Thomas. | |
| Notes | *'These' refer to 'the appointments of the new Non-Executive Directors' and therefore is this deduction.* | |
| Indicators | Inference | Rhetorical |
|  | = significant | = over the course of the first half of the year |

### Paragraph 6.5 Syllogism: Deduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 6*** | *We are in the process of reshaping the Board to improve the governance in the Bank and have appointed new Non-Executive Directors who bring significant experience. Most recently, we welcomed Dennis Holt as our Senior Independent Director on 3 February 2014. Dennis has 36 years of executive experience at major financial services firms including as UK Chief Executive of AXA and as a main Board Executive Director at Lloyds TSB in charge of the Retail bank. Bill Thomas joined us on 28 October 2013 after holding very senior roles in information technology firms and will help to improve Board supervision of our IT activities. These add to the appointments made over the course of the first half of the year. We are currently recruiting for a number of other Board roles including an Independent Chair of our Values and Ethics Committee. Full details of the appointments made to date and the steps we are taking are outlined in the Governance section.* | |
| Sentence(s) paragraph used. | **(6)** We are [currently] recruiting for [a number of] other Board roles [including an Independent Chair of our Values and Ethics Committee].  **(7)** [Full details of the appointments made to date and the steps we are taking are outlined in the Governance section]. | |
| Paraphrased sentences used. | Added appointments [over the course of the first half of the year] are Dennis Holt and Bill Thomas. | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = Adding to appointments made [over the course of the first half of the year]  = We | = Dennis Holt and Bill Thomas.  = are [currently] recruiting for [a number of] other Board roles [including an Independent Chair of our Values and Ethics Committee]. |
| Recruitment for [a number of] other Board roles [including an Independent Chair of our Values and Ethics Committee] adds ***(to making new)*** appointments. | |
| Notes | *‘We’ is related to Dennis Holt and Bill Thomas. Since the seventh sentence is an addition and thus rhetorical. In order to make the sentence more logically, the indicator 'to making new' is added to refer back to the new appointments made.* | |
| Indicators | Inference | Rhetorical |
|  | = currently  = a number of | = over the course of the first half of the year  = including an Independent Chair of our Values and Ethics Committee |

## Paragraph 7

### Paragraph 7.1 Paraphrasing Sentence (1) and Sentence (2)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 7*** | *Turning this Bank around will be neither a simple task nor a short journey and the most significant risks and challenges the Bank faces are outlined on pages 26 to 28 of this report. There is also no doubt that rebuilding confidence and trust is a major challenge. We have a focused team, a clear strategy and a distinct brand and are now progressing our plan to return the Bank to its roots as a simpler and efficient bank serving retail and SME customers. I said at the time of our interim results that the UK retail banking market continues to suffer from a lack of choice and The Co-operative Bank has an important role in providing a viable alternative to the traditional banks. The support we have received from customers and colleagues is hugely appreciated and continues to demonstrate why rebuilding the Co-operative Bank is so worthwhile.* | |
| Sentence(s) paragraph used. | **(1)** Turning this Bank around will be neither a simple task nor a short journey and the most [significant] risks and challenges the Bank faces [are outlined on pages 26 to 28 of this report]. | |
| Notes | *We can paraphrase this sentence, because 'neither a simple task nor a short journey' indicates being a 'significant risk and challenge the Bank faces'.* | |
| Paraphrasing | Subject | Predicate |
| = Turning this Bank around | = will be neither a simple task nor a short journey  = the most [significant] risks and challenges the Bank faces [are outlined on pages 26 to 28 of this report].  = is a [significant] risk and challenge the Bank faces. |
| Turning this Bank around is a [significant] risk and challenges the Bank faces. | |
| Indicators | Inference | Rhetorical |
|  | ***=*** significant | = are outlined on pages 26 to 28 of this report |

### Paragraph 7.2 Syllogism: Abduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 7*** | *Turning this Bank around will be neither a simple task nor a short journey and the most significant risks and challenges the Bank faces are outlined on pages 26 to 28 of this report. There is also no doubt that rebuilding confidence and trust is a major challenge. We have a focused team, a clear strategy and a distinct brand and are now progressing our plan to return the Bank to its roots as a simpler and efficient bank serving retail and SME customers. I said at the time of our interim results that the UK retail banking market continues to suffer from a lack of choice and The Co-operative Bank has an important role in providing a viable alternative to the traditional banks. The support we have received from customers and colleagues is hugely appreciated and continues to demonstrate why rebuilding the Co-operative Bank is so worthwhile.* | |
| Sentence(s) paragraph used. | **(2)** [There is also no doubt that] rebuilding confidence and trust is a major challenge. | |
| Paraphrased sentences used. | Turning this Bank around is a [significant] risk and challenges the Bank faces. | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = Turning this Bank around  = Rebuilding confidence and trust | = is a [significant] risk and challenge the Bank faces.  = is a major challenge. |
| Rebuilding confidence and trust ***(is)*** turning this Bank around. | |
| Notes | *A 'risk and challenge' indicates a 'major challenge'. The indicator 'is' is added to make the sentence more logical.* | |
| Indicators | Inference | Rhetorical |
|  | = ***(is)*** | Not applicable |

### Paragraph 7.3 Syllogism: Abduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 7*** | *Turning this Bank around will be neither a simple task nor a short journey and the most significant risks and challenges the Bank faces are outlined on pages 26 to 28 of this report. There is also no doubt that rebuilding confidence and trust is a major challenge. We have a focused team, a clear strategy and a distinct brand and are now progressing our plan to return the Bank to its roots as a simpler and efficient bank serving retail and SME customers. I said at the time of our interim results that the UK retail banking market continues to suffer from a lack of choice and The Co-operative Bank has an important role in providing a viable alternative to the traditional banks. The support we have received from customers and colleagues is hugely appreciated and continues to demonstrate why rebuilding the Co-operative Bank is so worthwhile.* | |
| Sentence(s) paragraph used. | **(3)** We [have a focused team, a clear strategy and a distinct brand and are now progressing our plan to] return the Bank to its roots [as a simpler and efficient bank serving retail and SME customers]. | |
| Paraphrased sentences used. | Rebuilding confidence and trust ***(is)*** turning this Bank around. | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = Rebuilding confidence and trust  = We[have a focused team, a clear strategy and a distinct brand and are now progressing our plan to] | = ***(is)*** turning this Bank around.  = return the Bank to its roots [as a simpler and efficient bank serving retail and SME customers]. |
| We ***(are)*** rebuilding confidence and trust. | |
| Notes | *'Turning around' and 'Returning' indicate the same thing, namely a direction.* | |
| Indicators | Inference | Rhetorical |
|  | = ***(are)*** | = have a focused team, a clear strategy and a distinct brand and are now progressing our plan to  = as a simpler and efficient bank serving retail and SME customers |

### Paragraph 7.4 Syllogism: Abduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 7*** | *Turning this Bank around will be neither a simple task nor a short journey and the most significant risks and challenges the Bank faces are outlined on pages 26 to 28 of this report. There is also no doubt that rebuilding confidence and trust is a major challenge. We have a focused team, a clear strategy and a distinct brand and are now progressing our plan to return the Bank to its roots as a simpler and efficient bank serving retail and SME customers. I said at the time of our interim results that the UK retail banking market continues to suffer from a lack of choice and The Co-operative Bank has an important role in providing a viable alternative to the traditional banks. The support we have received from customers and colleagues is hugely appreciated and continues to demonstrate why rebuilding the Co-operative Bank is so worthwhile.* | |
| Sentence(s) paragraph used. | **(4)** [I said at the time of our interim results that the UK retail banking market continues to suffer from a lack of choice and] The Co-operative Bank has an [important] role in providing a [viable] alternative [to the traditional banks]. | |
| Paraphrased sentences used. | We ***(are)*** rebuilding confidence and trust. | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = We  = [I said at the time of our interim results that the UK retail banking market continues to suffer from a lack of choice and] The Co-operative Bank | = rebuilding confidence and trust.  = has an [important] role in providing a [viable] alternative [to the traditional banks]. |
| Having an [important] role in providing a [viable] alternative [to the traditional banks] ***(helps to)*** rebuild confidence and trust. | |
| Notes | *'Helps to' is added to make sure that the connection of 'providing an alternatives' plays a role in 'rebuilding confidence and trust'.* | |
| Indicators | Inference | Rhetorical |
|  | = important  = viable  = ***(helps to)*** | = I said at the time of our interim results that the UK retail banking market continues to suffer from a lack of choice and  = to the traditional banks |

### Paragraph 7.5 Syllogism: Paraphrasing Sentence 4 and Sentence 5

|  |  |  |
| --- | --- | --- |
| ***Paragraph 7*** | *Turning this Bank around will be neither a simple task nor a short journey and the most significant risks and challenges the Bank faces are outlined on pages 26 to 28 of this report. There is also no doubt that rebuilding confidence and trust is a major challenge. We have a focused team, a clear strategy and a distinct brand and are now progressing our plan to return the Bank to its roots as a simpler and efficient bank serving retail and SME customers. I said at the time of our interim results that the UK retail banking market continues to suffer from a lack of choice and The Co-operative Bank has an important role in providing a viable alternative to the traditional banks. The support we have received from customers and colleagues is hugely appreciated and continues to demonstrate why rebuilding the Co-operative Bank is so worthwhile.* | |
| Sentence(s) paragraph used. | **(4)** [I said at the time of our interim results that the UK retail banking market continues to suffer from a lack of choice and] The Co-operative Bank has an [important] role in providing a [viable] alternative [to the traditional banks].  **(5)** The support [we have received from customers and colleagues] is [hugely] appreciated and continues to demonstrate why rebuilding the Co-operative Bank is [so] worthwhile. | |
| Notes | *The fifth sentence is an addition to the fourth sentence as indicated by the term 'demonstrates' which is a reference to the 'an important role'. To make this clear, this and the previous sentence must be paraphrased.* | |
| Paraphrasing | Fourth Sentence | Fifth Sentence |
| = [I said at the time of our interim results that the UK retail banking  market continues to suffer from a lack of choice and] The Co-operative  Bank has an [important] role in providing a viable alternative [to the  traditional banks] ***(achieved through) (rebuilding the Co-operative Bank), (which was)*** [so] worthwhile | ***(and which)*** is [hugely] appreciated ***(as witnessed by)*** the support [we  have received from customers and colleagues]. |
| I said at the time of our interim results that the UK retail banking market continues to suffer from a lack of choice and The Co-operative Bank has an important role in providing a viable alternative to the traditional banks [achieved through] rebuilding the Co-operative Bank, [which was] so  worthwhile [and which] is hugely appreciated [as witnessed by the support we have received from customers and colleagues]. | |
| Indicators | Inference | Rhetorical |
|  | ***=*** important  = achieved through  = ***(achieved through)***  = ***(rebuilding the Co-operative Bank)***  =  ***(which was)***  = ***(and which)*** | = I said at the time of our interim results that the UK retail banking market continues to suffer from a lack of choice and  = to the traditional banks  = as witnessed by the support we have received from customers and colleagues |

# Appendix II: Full Analysis 2009 Chairman's letter

## Paragraph 1

### Paragraph 1.1 Stating Sentence (1) and Paraphrasing Sentence (2)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 1*** | *The Co-operative Financial Services (CFS) was formed in 2002 from the bringing together of The Co-operative Bank and The Co-operative Insurance Society. This year, upon the merger with Britannia Building Society, the business has further developed its profile as the UK’s most diversified mutual financial services provider. But behind this process of evolution lies the strength that comes from being a key part of The Co-operative Group, the UK’s largest consumer co-operative.* | |
| Sentence(s) paragraph used. | (1) The Co-operative Financial Services (CFS) was formed [in 2002] [from the bringing together of The Co-operative Bank and The Co-operative Insurance Society].  (2) [This year, upon the merger with Britannia Building Society], the business has further developed its profile [as the UK’s most diversified mutual financial services provider]. | |
| Notes | *In the second sentence, the major thing that is stated is the merger with Britannia Building Society. That is why we can paraphrases this as the subject of the sentence.The ‘its’ refers back to ‘the business’ and that is why we can replace ‘ its’ with ‘the business’.* | |
| Paraphrasing | Subject | Predicate |
| = [This year, upon the merger with Britannia Building Society], the business  = [This year, upon the merger with Britannia Building Society] ***(with)*** the business | = has further developed its profile [as the UK’s most diversified mutual financial services provider].  = has further developed the business  profile [as the UK’s most diversified mutual financial services provider]. |
| [This year, upon the merger with Britannia Building Society] ***(with)*** the business has further developed the business profile [as the UK’s most diversified mutual financial services provider]. | |
| Indicators | Inference | Inference |
|  | = in 2002  = This year  = upon  = ***(with)*** | = in 2002  = This year  = upon |

### Paragraph 1.2 Syllogism: Deduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 1*** | *The Co-operative Financial Services (CFS) was formed in 2002 from the bringing together of The Co-operative Bank and The Co-operative Insurance Society. This year, upon the merger with Britannia Building Society, the business has further developed its profile as the UK’s most diversified mutual financial services provider. But behind this process of evolution lies the strength that comes from being a key part of The Co-operative Group, the UK’s largest consumer co-operative.* | |
| Sentence(s) paragraph used. | (1) The Co-operative Financial Services (CFS) was formed [in 2002] [from the bringing together of The Co-operative Bank and The Co-operative Insurance Society].  (2) [This year, upon the merger with Britannia Building Society], the business has further developed its profile [as the UK’s most diversified mutual financial services provider]. | |
| Paraphrased sentences used | [This year, upon the merger with Britannia Building Society] ***(with)*** the business has further developed the business profile [as the UK’s most diversified mutual financial services provider]. | |
| Syllogism | **Deduction** | |
| Subject | Predicate |
| = The Co-operative Financial Services (CFS)  = [This year, upon the merger with Britannia Building Society] ***(with)*** the business | = was formed [in 2002] from the bringing together of The Co-operative Bank and The Co-operative Insurance Society.  = has further developed the business profile [as the UK’s most diversified mutual financial services provider]. |
| The Co-operative Financial Services (CFS) has further developed the business profile [as the UK’s most diversified mutual financial services provider]. | |
| Notes | *A ‘merger’ indicates the same thing as ‘ bringing together somthing’. That is why these two are connected and thus forms a deductive reasoning.* | |
| Indicators | Inference | Rhetorical |
|  | = in 2002  = This year  = ***(with)*** | = as the UK’s most diversified mutual financial services provider |

### Paragraph 1.3 Paraphrasing Sentence (3)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 1*** | *The Co-operative Financial Services (CFS) was formed in 2002 from the bringing together of The Co-operative Bank and The Co-operative Insurance Society. This year, upon the merger with Britannia Building Society, the business has further developed its profile as the UK’s most diversified mutual financial services provider. But behind this process of evolution lies the strength that comes from being a key part of The Co-operative Group, the UK’s largest consumer co-operative.* | |
| Sentence(s) paragraph used. | (3) [But behind this process of evolution lies the strength that comes from] being a key part of The Co-operative Group, [the UK’s largest consumer co-operative]. | |
| Notes | *The indicator ‘but’ indicates a negative or different situation then earlier described. The ‘process of evolution’ refers back to ‘the development of its (the business) profile’. Therefore the sentence can be paraphrased.* | |
| Paraphrasing | Subject | Predicate |
| = [But behind this process of evolution lies the strength that comes from]  = The development of the business profile | = being a key part of The Co-operative Group, [the UK’s largest consumer co-operative]. |
| The development of the business profile ***(lies in)*** being a key part of The Co-operative Group, [the UK’s largest consumer co-operative]. | |
| Indicators | Inference | Rhetorical |
|  | = ***(lies in)*** | = But behind this process of evolution lies the strength that comes from  = the UK’s largest consumer co-operative |

### Paragraph 1.3 Syllogism: Deduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 1*** | *The Co-operative Financial Services (CFS) was formed in 2002 from the bringing together of The Co-operative Bank and The Co-operative Insurance Society. This year, upon the merger with Britannia Building Society, the business has further developed its profile as the UK’s most diversified mutual financial services provider. But behind this process of evolution lies the strength that comes from being a key part of The Co-operative Group, the UK’s largest consumer co-operative.* | |
| Sentence(s) paragraph used. | (2) [This year], [upon] the merger with Britannia Building Society, the business has further developed its profile [as the UK’s most diversified mutual financial services provider].  (3) [But behind this process of evolution lies the strength that comes from] being a key part of The Co-operative Group, [the UK’s largest consumer co-operative]. | |
| Paraphrased sentences used | **Premise 1.** The Co-operative Financial Services (CFS) has further developed the business profile [as the UK’s most diversified mutual financial services provider].  **Premise 2.** The development of the business profile ***(lies in)*** being a key part of The Co-operative Group, [the UK’s largest consumer co-operative]. | |
| Syllogism | **Deduction** | |
| Subject | Predicate |
| = The Co-operative Financial Services (CFS)  = The development of the business profile | = has further developed the business profile [as the UK’s most diversified mutual financial services provider].  = ***(lies in)*** being a key part of The Co-operative Group, [the UK’s largest consumer co-operative]. |
| The Co-operative Financial Services (CFS) ***(development of the business profile)*** ***(lies in)*** being a key part of The Co-operative Group, [the UK’s largest consumer co-operative]. | |
| Notes | *The ‘development’ is the common term within deductive reasoning. Because the ‘development’ plays a role in the essence of the sentence, it needs to be added in the conclusion.* | |
| Indicators | Inference | Rhetorical |
|  | = ***(development of the business profile)***  = ***(lies in)*** | = the UK’s largest consumer co-operative  = as the UK’s most diversified mutual financial services provider |

## Paragraph 2

### Paragraph 2.1 Paraphrasing Sentence (1) and Sentence (2)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 2*** | *Our position in The Co-operative Group opens up to our customers, and particularly our growing body of members, the opportunity to benefit from a unique range of services including food stores, pharmacy, funeral directors, travel and of course financial services. We benefit too from a long and distinguished history, a firm grounding in our community and a great reputation amongst people who do business with us. But more importantly, in recent years we have begun to capitalise on that history and reputation to increase our profile and attract a whole new generation of consumers to the ‘co-operative difference’.* | |
| Sentence(s) paragraph used. | (1) Our position [in The Co-operative Group] opens up [to our customers, and particularly our growing body of members, the opportunity to benefit from a unique range of services including food stores, pharmacy, funeral directors, travel and of course financial services].  (2) We benefit [too] from a long [and distinguished] history, a firm [grounding in our community] and a [great] reputation [amongst people who do business with us]. | |
| Notes | *In the second sentence the indicator ‘too’ is used. However this doensn’t relate back to the previous mentioned benefits as these are meant for the customers and in the second sentence the Bank is the one that benefits. Therefore the first sentence is a stand-alone sentence.* | |
| Paraphrasing | Subject | Predicate |
| = Our position [in The Co-operative Group] | = opens up [to our customers, and particularly our growing body of members, the opportunity to benefit from a unique range of services including food stores, pharmacy, funeral directors, travel and of course financial services]. |
| Our position [in The Co-operative Group] opens up to our customers, [and particularly our growing body of members, the opportunity to benefit from a unique range of services including food stores, pharmacy, funeral directors, travel and of course financial services]. | |
| Indicators | Inference | Rhetorical |
|  | Not applicable | = in The Co-operative Group  = and particularly our growing body of members, the opportunity to benefit from a unique range of services including food stores, pharmacy, funeral directors, travel and of course financial services |

### Paragraph 2.2 Syllogism: Deduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 2*** | *Our position in The Co-operative Group opens up to our customers, and particularly our growing body of members, the opportunity to benefit from a unique range of services including food stores, pharmacy, funeral directors, travel and of course financial services. We benefit too from a long and distinguished history, a firm grounding in our community and a great reputation amongst people who do business with us. But more importantly, in recent years we have begun to capitalise on that history and reputation to increase our profile and attract a whole new generation of consumers to the ‘co-operative difference’.* | |
| Sentence(s) paragraph used. | (2) We benefit [too] from a long [and distinguished] history, a firm [grounding in our community] and a [great] reputation [amongst people who do business with us].  (3) [But more importantly], [in recent years we have begun] to capitalise [on that history and reputation] to increase our profile [and attract a whole new generation of consumers to the ‘co-operative difference’]. | |
| Paraphrased sentences used | None. | |
| Syllogism | **Deduction** | |
| = We  = [But more importantly], [in recent years we have begun] to capitalise [on that history and reputation] | = benefit [too] from a long [and distinguished] history, a firm [grounding in our community] and a [great] reputation [amongst people who do business with us].  = to increase our profile [and attract a whole new generation of consumers to the ‘co-operative difference’]. |
| We ***(are able to)*** increase our profile [and attract a whole new generation of consumers to the ‘co-operative difference’] ***(by capitalisation)***. | |
| Notes | *The essence of the third sentence is ‘that through capitalisation the business can increase their profile’. In other words, ‘to capitalise [on that history and reputation]’ is the subject and since this includes ‘that history and reputation’, it refers to the benefits earlier established. Therefore it is deduction. The indicators ‘allows us’ and ‘by capitalisation’ are added to make the sentence more explicit.* | |
| Indicators | Inference | Rhetorical |
|  | = But more importantly  = too  = and distinguished  = ***(are able to)***  ***= (by capitalisation)***. | = grounding in our community  = amongst people who do business with us  = on that history and reputation  = and attract a whole new generation of consumers to the ‘co-operative difference’ |

### Paragraph 2.3 Syllogism: Deduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 2*** | *Our position in The Co-operative Group opens up to our customers, and particularly our growing body of members, the opportunity to benefit from a unique range of services including food stores, pharmacy, funeral directors, travel and of course financial services. We benefit too from a long and distinguished history, a firm grounding in our community and a great reputation amongst people who do business with us. But more importantly, in recent years we have begun to capitalise on that history and reputation to increase our profile and attract a whole new generation of consumers to the ‘co-operative difference’.* | |
| Sentence(s) paragraph used. | (Paragraph 1) The Co-operative Financial Services (CFS) ***(development of the business profile)*** ***(lies in)*** being a key part of The Co-operative Group, [the UK’s largest consumer co-operative].  (3) [But more importantly], [in recent years] we have begun to capitalise [on that history and reputation] to increase our profile [and attract a whole new generation of consumers to the ‘co-operative difference’]. | |
| Paraphrased sentences used | We ***(are able to)*** increase our profile [and attract a whole new generation of consumers to the ‘co-operative difference’] ***(by capitalisation)***. | |
| Syllogism | **Deduction** | |
| = The Co-operative Financial Services (CFS) ***(development of the business profile)***  ***=*** We | = ***(lies in)*** being a key part of The Co-operative Group, [the UK’s largest consumer co-operative]  ***= (are able to)*** increase our profile [and attract a whole new generation of consumers to the ‘co-operative difference’] ***(by capitalisation)***. |
| The Co-operative Financial Services (CFS) ***(development of the business profile)*** ***(amounts)*** to increase our profile [and attract a whole new generation of consumers to the ‘co-operative difference’ ***(by capitalisation)***. | |
| Notes | *The third sentence from the second paragraph refers back to the ‘profile’ established in paragraph 1. Therefore a syllogism takes place on the previous conclusion and the last conclusion of paragraph 1. Within these two premises, the common term is ‘ We’ as is refered also in ‘the UK’s largest consumer co-operative’. The ‘profile’ cannot be taken as the common term, because the profile isn’t stated specifically as a part of the Co-operative Financial Services (CFS).* | |
| Indicators | Inference | Rhetorical |
|  | = ***(development of the business profile)***  = ***(lies in)***  = ***(amounts)***  ***= (are able to)***  = ***(amounts)***  ***= (by capitalisation)*** | = in The Co-operative Group  = and attract a whole new generation of consumers to the ‘co-operative difference’ |

## Paragraph 3

### Paragraph 3.1 Paraphrasing Sentence (1)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 3*** | *Nowhere has there been such a fertile ground for establishing our credentials, as the financial services arena. Difficult as the business climate has been, it has*  *offered major opportunities for The Co-operative Bank to demonstrate to consumers the real, practical benefits of dealing with, and indeed becoming a member of, the co-operative movement.* | |
| Sentence(s) paragraph used. | (1) Nowhere has there been such a fertile ground for establishing our credentials, as the financial services arena. | |
| Notes | *The essence of this sentence is ‘establishing the credentials within the financial service arena’. This amounts to having no subject and must be added.* | |
| Paraphrasing | Subject | Predicate |
| = ***(We)*** | = have established our credentials within the financial service arena |
| ***(We)*** have established our credentials within the financial service arena. | |
| Indicators | Inference | Rhetorical |
|  | = ***(We)*** | Not applicable |

### Paragraph 3.2 Paraphrasing Sentence (2)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 3*** | *Nowhere has there been such a fertile ground for establishing our credentials, as the financial services arena. Difficult as the business climate has been, it has*  *offered major opportunities for The Co-operative Bank to demonstrate to consumers the real, practical benefits of dealing with, and indeed becoming a member of, the co-operative movement.* | |
| Sentence(s) paragraph used. | (2) [Difficult as the business climate has been], it has offered [major] opportunities for The Co-operative Bank [to demonstrate to consumers the real, practical benefits of dealing with, and indeed becoming a member of, the co-operative movement]. | |
| Notes | *The ‘it’ refers to the the ‘difficult business climate’ and therefore can be replaced with that.* | |
| Paraphrasing | Subject | Predicate |
| = [Difficult as the business climate has been], it  = The difficult business climate | = has offered [major] opportunities for The Co-operative Bank [to demonstrate to consumers the real, practical benefits of dealing with, and indeed becoming a member of, the co-operative movement]. |
| The difficult business climate has offered [major] opportunities for The Co-operative Bank [to demonstrate to consumers the real, practical benefits of dealing with, and indeed becoming a member of, the co-operative movement]. | |
| Indicators | Inference | Rhetorical |
|  | = major | = Difficult as the business climate has been  = to demonstrate to consumers the real, practical benefits of dealing with, and indeed becoming a member of, the co-operative movement |

### Paragraph 3.3 Syllogism: Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 3*** | *Nowhere has there been such a fertile ground for establishing our credentials, as the financial services arena. Difficult as the business climate has been, it has*  *offered major opportunities for The Co-operative Bank to demonstrate to consumers the real, practical benefits of dealing with, and indeed becoming a member of, the co-operative movement.* | |
| Sentence(s) paragraph used. | (1) Nowhere has there been such a fertile ground for establishing our credentials, as the financial services arena.  (2) [Difficult as the business climate has been], it has offered [major] opportunities for The Co-operative Bank [to demonstrate to consumers the real, practical benefits of dealing with, and indeed becoming a member of, the co-operative movement]. | |
| Paraphrased sentences used | Premise 1: ***(We)*** have established our credentials within the financial service arena.  Premise 2: The difficult business climate has offered [major] opportunities for The Co-operative Bank [to demonstrate to consumers the real, practical benefits of dealing with, and indeed becoming a member of, the co-operative movement]. | |
| Syllogism | **Induction** | |
| = ***(We)***  ***=*** The difficult business climate | = have established our credentials within the financial service arena.  ***=*** has offered [major] opportunities for The Co-operative Bank [to demonstrate to consumers the real, practical benefits of dealing with, and indeed becoming a member of, the co-operative movement]. |
| [Major] opportunities **(have been)** offered for The Co-operative Bank [to demonstrate to consumers the real, practical benefits of dealing with, and indeed becoming a member of, the co-operative movement] . | |
| Notes | *The ‘financial service arena’ refers to the ‘business climate’. However since we don’t have a subject, we can only establish the major opportunities.* | |
| Indicators | Inference | Rhetorical |
|  | = major  = ***(We)***  ***=* (have been)** | = Difficult as the business climate has been  = to demonstrate to consumers the real, practical benefits of dealing with, and indeed becoming a member of, the co-operative movement |

## Paragraph 4

### Paragraph 4.1 Paraphrasing Sentence (2)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 4*** | *The ‘credit crunch’ has made consumers increasingly appreciative of responsible stewardship and an ethically-led business strategy. By lending within the level*  *of customer deposits we have largely escaped the pitfalls of financial over-exposure, while the absence of publicly listed shares has allowed us to focus wholly on the interests of our customers. As a result, switching of customer accounts from the so-called ‘big five’ banks to The Co-operative Bank increased significantly in 2009. Meanwhile our ethical policy has seen us reject over £1bn in lending which failed to meet our ethical guidelines; however our ethical approach has attracted significantly more than this in other areas.* | |
| Sentence(s) paragraph used. | (2) [By lending within the level of customer deposits] we have [largely] escaped the pitfalls of financial over-exposure, [while the absence of publicly listed shares has allowed us to focus wholly on the interests of our customers]. | |
| Notes | *This sentence is made of two premises and therefore must be pharaphrased. The first deals with ‘escaping [the pitfalls of] financial over-exposure. The other deals with the ‘focus on the interest of the customers’. The ‘us’ in the second premise means ‘We’ in the first premise. That is why ‘us’ can be replaced.The indicator ‘due to’ is added to make the reason explicit.* | |
| Paraphrased sentences | *Premise 1:* By lending within the level of customer deposits, we have [largely] escaped [the pitfalls of] financial over-exposure  Premise 2: while the absence [of publicly listed] shares has allowed us to focus [wholly] on the interests of our customers. | |
| Paraphrasing | Subject | Predicate |
| = [By lending within the level of customer deposits], we  = We | = have [largely] escaped [the pitfalls of] financial over-exposure  = have [largely] escaped [the pitfalls of] financial over-exposure [by lending within the level of customer deposits]. |
| = [while the absence [of publicly listed] shares has allowed] us  = Us  = We | = to focus [wholly] on the interests of our customers.  = ***(were allowed)*** to focus [wholly] on the interests of our customers ***(due to)*** absence [of publicly listed] shares. |
| **Premise 1:** We have [largely] escaped [the pitfalls of] financial over-exposure [by lending within the level of customer deposits].  **Premise 2:** We ***(were allowed)*** to focus [wholly] on the interests of our customers ***(due to)*** absence [of publicly listed] shares. | |
| Indicators | Inference | Rhetorical |
|  | = largely  = ***(were allowed)***  ***=*** wholly  = ***(due to)*** | = the pitfalls of  = by lending within the level of customer deposits  = of publicly listed |

### Paragraph 4.2 Syllogism: Deduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 4*** | *The ‘credit crunch’ has made consumers increasingly appreciative of responsible stewardship and an ethically-led business strategy. By lending within the level*  *of customer deposits we have largely escaped the pitfalls of financial over-exposure, while the absence of publicly listed shares has allowed us to focus wholly on the interests of our customers. As a result, switching of customer accounts from the so-called ‘big five’ banks to The Co-operative Bank increased significantly in 2009. Meanwhile our ethical policy has seen us reject over £1bn in lending which failed to meet our ethical guidelines; however our ethical approach has attracted significantly more than this in other areas.* | |
| Sentence(s) paragraph used. | (2) [By lending within the level of customer deposits] we have [largely] escaped the pitfalls of financial over-exposure, [while the absence of publicly listed shares has allowed us to focus wholly on the interests of our customers]. | |
| Paraphrased sentences used | **Premise 1:** The ‘credit crunch’ has made consumers increasingly appreciative of responsible stewardship and an ethically-led business strategy.  **Premise 2:** We have [largely] escaped [the pitfalls of] financial over-exposure [by lending within the level of customer deposits]. | |
| Syllogism | **Deduction** | |
| = The ‘credit crunch’  = We | = has made consumers increasingly appreciative of responsible stewardship and an ethically-led business strategy.  = have [largely] escaped [the pitfalls of] financial over-exposure [by lending within the level of customer deposits]. |
| Wehave made consumers increasingly appreciative of responsible stewardship and an ethically-led business strategy. | |
| Notes | *The ‘credit crunch’ directly refers to the ‘lending of the deposits’. Therefore this is deduciton.* | |
| Indicators | Inference | Rhetorical |
|  | = largely | = the pitfalls of  = by lending within the level of customer deposits  = of publicly listed |

### Paragraph 4.3 Syllogism: Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 4*** | *The ‘credit crunch’ has made consumers increasingly appreciative of responsible stewardship and an ethically-led business strategy. By lending within the level*  *of customer deposits we have largely escaped the pitfalls of financial over-exposure, while the absence of publicly listed shares has allowed us to focus wholly on the interests of our customers. As a result, switching of customer accounts from the so-called ‘big five’ banks to The Co-operative Bank increased significantly in 2009. Meanwhile our ethical policy has seen us reject over £1bn in lending which failed to meet our ethical guidelines; however our ethical approach has attracted significantly more than this in other areas.* | |
| Sentence(s) paragraph used. | (3) We ***(were allowed)*** to focus [wholly] on the interests of our customers ***(due to)*** absence [of publicly listed] shares. | |
| Paraphrased sentences used | Wehave made consumers increasingly appreciative of responsible stewardship and an ethically-led business strategy. | |
| Syllogism | **Induction** | |
| = We  = We | = have made consumers increasingly appreciative of responsible stewardship and an ethically-led business strategy.  = ***(were allowed)*** to focus [wholly] on the interests of our customers ***(due to)*** absence [of publicly listed] shares. |
| ***(Allowing)*** to focus [wholly] on the interests of our customers ***(due to)*** absence [of publicly listed] shares have made consumers increasingly appreciative of responsible stewardship and an ethically-led business strategy. | |
| Notes | *‘Being focussed on the interest of our customers’ is the same as having ‘an ethically-led business strategy’. Resulting in a deduction. The indicator ‘means’ is changed into ‘meant’ to make the sentence more logical.* | |
| Indicators | Inference | Rhetorical |
|  | ***=*** wholly  ***= (Allowing)***  = ***(due to)*** | = the pitfalls of  = by lending within the level of customer deposits  = of publicly listed |

### Paragraph 4.4 Syllogism: Abduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 4*** | *The ‘credit crunch’ has made consumers increasingly appreciative of responsible stewardship and an ethically-led business strategy. By lending within the level*  *of customer deposits we have largely escaped the pitfalls of financial over-exposure, while the absence of publicly listed shares has allowed us to focus wholly on the interests of our customers. As a result, switching of customer accounts from the so-called ‘big five’ banks to The Co-operative Bank increased significantly in 2009. Meanwhile our ethical policy has seen us reject over £1bn in lending which failed to meet our ethical guidelines; however our ethical approach has attracted significantly more than this in other areas.* | |
| Sentence(s) paragraph used. | (4) [As a result], switching of customer accounts [from the so-called ‘big five’ banks to The Co-operative Bank] increased [significantly] [in 2009]. | |
| Paraphrased sentences used | ***(Allowing)*** to focus [wholly] on the interests of our customers ***(due to)*** absence [of publicly listed] shares have made consumers increasingly appreciative of responsible stewardship and an ethically-led business strategy. | |
| Syllogism | **Abduction** | |
| = ***(Allowing)*** to focus [wholly] on the interests of our customers ***(due to)*** absence [of publicly listed] shares  = [As a result], switching of customer accounts [from the so-called ‘big five’ banks to The Co-operative Bank] | = have made consumers increasingly appreciative of responsible stewardship and an ethically-led business strategy.  = increased [significantly] [in 2009]. |
| [As a result], switching of customer accounts [from the so-called ‘big five’ banks to The Co-operative Bank] ***(was due to)*** ***(allowing)*** to focus [wholly] on the interests of our customers ***(due to)*** absence [of publicly listed] shares | |
| Notes | *The both of the predicates refer to the same result, namely ‘increasing’. Therefore this is abduction.* | |
| Indicators | Inference | Rhetorical |
|  | = As a result  = significantly  = wholly  = ***(was due to)***  ***= (allowing)***  = ***(due to)*** | = from the so-called ‘big five’ banks to The Co-operative Bank  = in 2009  = of publicly listed |

### Paragraph 4.5 Paraphrasing Sentence (4)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 4*** | *The ‘credit crunch’ has made consumers increasingly appreciative of responsible stewardship and an ethically-led business strategy. By lending within the level*  *of customer deposits we have largely escaped the pitfalls of financial over-exposure, while the absence of publicly listed shares has allowed us to focus wholly on the interests of our customers. As a result, switching of customer accounts from the so-called ‘big five’ banks to The Co-operative Bank increased significantly in 2009. Meanwhile our ethical policy has seen us reject over £1bn in lending which failed to meet our ethical guidelines; however our ethical approach has attracted significantly more than this in other areas.* | |
| Sentence(s) paragraph used. | (4) [Meanwhile] our ethical policy has seen us reject over £1bn in lending [which failed to meet our ethical guidelines]; [however] our ethical approach has attracted [significantly] more than this in other areas. | |
| Notes | *The ‘ethical policy’ is the same as the ‘ethical approach’. For this reason the sentence can be paraphrased.* | |
| Paraphrasing | Subject | Predicate |
| = [Meanwhile] our ethical policy  = [however] our ethical approach  = [Meanwhile] our ethical policy | = has seen us reject over £1bn in lending which failed to meet our ethical guidelines  = has attracted significantly more than this in other areas.  = has rejected, has attrated  = has rejected over £1bn in lending [which failed to meet our ethical guidelines], ***(but)*** has attracted [significantly] more than this in other areas. |
| (Meanwhile] our ethical policy has rejected over £1bn in lending [which failed to meet our ethical guidelines], ***(but)*** has attracted [significantly] more than this in other areas. | |
| Indicators | Inference | Rhetorical |
|  | = Meanwhile  = however  = ***(but)***  ***=*** significantly | = which failed to meet our ethical guidelines |

### Paragraph 4.6 No Syllogism

|  |  |  |
| --- | --- | --- |
| ***Paragraph 4*** | *The ‘credit crunch’ has made consumers increasingly appreciative of responsible stewardship and an ethically-led business strategy. By lending within the level*  *of customer deposits we have largely escaped the pitfalls of financial over-exposure, while the absence of publicly listed shares has allowed us to focus wholly on the interests of our customers. As a result, switching of customer accounts from the so-called ‘big five’ banks to The Co-operative Bank increased significantly in 2009. Meanwhile our ethical policy has seen us reject over £1bn in lending which failed to meet our ethical guidelines; however our ethical approach has attracted significantly more than this in other areas.* | |
| Sentence(s) paragraph used. | (4) [Meanwhile] our ethical policy has seen us reject over £1bn in lending which failed to meet our ethical guidelines; however our ethical approach has attracted significantly more than this in other areas. | |
| Paraphrased sentences used | ***(Due to)*** the ‘credit crunch’ ***(switching of customer accounts)*** increased [significantly] [in 2009].  Our ethical policy has rejected over £1bn in lending [which failed to meet our ethical guidelines], ***(but)*** has attracted [significantly] more than this in other areas. | |
| Syllogism | **No Syllogism** | |
| Subject | Predicat |
| = ***(Due to)*** the ‘credit crunch’  = [Meanwhile] our ethical policy | = ***(switching of customer accounts)*** increased [significantly] [in 2009].  = has rejected over £1bn in lending [which failed to meet our ethical guidelines], ***(but)*** has attracted [significantly] more than this in other areas. |
| -- | |
| Notes | *The indicator ‘Meanwhile’ indicate that there exist no syllogism, because it is followed by a separate statement. Thus unconnected to the previous.* | |
| Indicators | Inference | Rhetorical |
|  | = ***(Due to)***  = ***(switching of customer accounts)***  = significantly (2x)  = [Meanwhile]  = ***(but)*** | = in 2009  = which failed to meet our ethical guidelines |

## Paragraph 5

### Paragraph 5.1 Paraphrasing Sentence (1)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 5*** | *Market commentators too, have recognised the value of the ‘co-operative difference’. As the year started, Which? Magazine voted The Co-operative Bank as the ‘Financial Services Provider of the Year’, while the Bank and smile took two of the top three places in the inaugural Which? Money People’s Choice awards,*  *topping the customer satisfaction charts for current accounts.* | |
| Sentence(s) paragraph used. | (1) Market commentators [too], have recognised the value of the ‘co-operative difference’.  (2) [As the year started, Which? Magazine voted The Co-operative Bank as the ‘Financial Services Provider of the Year’, while the Bank and **smile** took two of the top three places in the inaugural Which? Money People’s Choice awards,  topping the customer satisfaction charts for current accounts]. | |
| Paraphrased sentences used | The Co-operative Financial Services (CFS) ***(development of the business profile) (allows us)*** to increase our profile [and attract a whole new generation of consumers to the ‘co-operative difference’] ***(by capitalisation)***. | |
| Notes | *The ‘co-operative difference’ was earlier established as conclusion in paragraph 2 (see Paragraph 2.3). Therefore we can take this conclusion an paraphrase this with the first sentence from paragraph 5.*  *The second sentence is there to give the (additional) information to the ‘market commentators’ and that is why that it is fully rhetorical an no part of a syllogism.* | |
| Paraphrasing | Subject | Predicate |
| = The Co-operative Financial Services (CFS) ***(development of the business profile)***  ***=*** Market commentators [too]  = The Co-operative Financial Services (CFS) as well as market commentators | = ***(allows us)*** to increase our profile [and attract a whole new generation of consumers to the ‘co-operative difference’] ***(by capitalisation)***.  = have recognised the value of the ‘co-operative difference’.  = have recognised the value of the ‘co-operative difference’ ***(that)*** ***(allows us)*** to increase our profile [and attract a whole new generation of consumers to the ‘co-operative difference’] ***(by capitalisation)***. |
| The Co-operative Financial Services (CFS) as well as market commentators have recognised the value of the ‘co-operative difference’ ***(that)*** ***(allows us)*** to increase our profile [and attract a whole new generation of consumers to the ‘co-operative difference’ ***(by capitalisation)***. | |
| Indicators | Inference | Rhetorical |
|  | = ***(development of the business profile)***  ***=*** too  = ***(allows us), (by capitalisation)***  = ***(that)*** | = and attract a whole new generation of consumers to the ‘co-operative difference’ |

## Paragraph 6

### Paragraph 6.1 Paraphrasing Sentence (1)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 6*** | *But while we have avoided the high-risk growth strategies of our competitors, The Co-operative Bank has been firmly focused on future growth.* | |
| Sentence(s) paragraph used. | (1) [But while we have avoided the high-risk growth strategies of our competitors], The Co-operative Bank has been [firmly] focused on future growth. | |
| Notes | *The word ‘but’ usually indicates a reason to paraphrase the sentence due to its nature, however the essense of the sentence is conveyed within the second part of the sentence. Therefore it can be paraphrased by switching the rhetorical part to the predicate position.* | |
| Paraphrasing | Subject | Predicate |
| = [But while we have avoided the high-risk growth strategies of our competitors], The Co-operative Bank  = The Co-operative Bank | = has been [firmly] focused on future growth.  = has been [firmly] focused on future growth ***(by avoiding)*** [the high-risk growth strategies of our competitors] |
| The Co-operative Bank has been [firmly] focused on future growth ***(by avoiding)*** [the high-risk growth strategies of our competitors]. | |
| Indicators | Inference | Rhetorical |
|  | = firmly  ***= (by avoiding)*** | = But while we have avoided the high-risk growth strategies of our competitors/ the high-risk growth strategies of our competitors. |

## Paragraph 7

### Paragraph 7.0 Syllogism: Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 7*** | *The most significant development of 2009, for our business and for the Bank in particular, was the merger of The Co-operative Financial Services with the*  *Britannia Building Society. The first merger between a mutual and a co-operative, this brought together two successful, member-run businesses with complementary, customer-centred values. The Co-operative Bank’s customer proposition was strengthened by the integration of Britannia’s mortgage and savings experience; furthermore the Britannia branch network increased our branch presence by 200%, significantly raising both our footfall and high-street profile. In addition, The Co-operative Group membership was boosted by some 1.4m Britannia members – expanding the Group membership population by nearly 50%.* | |
| Sentence(s) paragraph used. | (1) The [most significant] development [of 2009], [for our business and for the Bank in particular], was the merger of The Co-operative Financial Services with the Britannia Building Society. | |
| Paraphrased sentences used | The Co-operative Bank has been [firmly] focused on future growth ***(by avoiding)*** [the high-risk growth strategies of our competitors]. | |
| Syllogism | **Induction** | |
| Subject | Predicat |
| = The [most significant] development [of 2009], [for our business and for the Bank in particular]  = The Co-operative Bank | = was the merger of The Co-operative Financial Services with the Britannia Building Society.  = has been [firmly] focused on future growth ***(by avoiding)*** [the high-risk growth strategies of our competitors]. |
| The Co-operative Bank’s ***(merger) (was) t***he [most significant] development [of 2009], [for our business and for the Bank in particular]. | |
| Notes | *The ‘credit crunch’ is one of the strategies applied to ‘avoid high-risk growth strategies of our competitors’.* | |
| Indicators | Inference | Rhetorical |
|  | = most significant  ***=*** significantly  = firmly  = ***(by avoiding)***  ***= (merger)***  ***= (was)*** | = of 2009  = for our business and for the Bank in particular  = the high-risk growth strategies of our competitors |

### Paragraph 7.1 Deduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 7*** | *The most significant development of 2009, for our business and for the Bank in particular, was the merger of The Co-operative Financial Services with the*  *Britannia Building Society. The first merger between a mutual and a co-operative, this brought together two successful, member-run businesses with complementary, customer-centred values. The Co-operative Bank’s customer proposition was strengthened by the integration of Britannia’s mortgage and savings experience; furthermore the Britannia branch network increased our branch presence by 200%, significantly raising both our footfall and high-street profile. In addition, The Co-operative Group membership was boosted by some 1.4m Britannia members – expanding the Group membership population by nearly 50%.* | |
| Sentence(s) paragraph used. | (1) The [most significant] development [of 2009], [for our business and for the Bank in particular], was the merger of The Co-operative Financial Services with the Britannia Building Society.  (2) [The first merger between a mutual and a co-operative], this brought together two [successful, member-run] businesses [with complementary, customer-centred values]. | |
| Paraphrased sentences used | The Co-operative Bank’s ***(merger) (was) t***he [most significant] development [of 2009], [for our business and for the Bank in particular]. | |
| Syllogism | **Deduction** | |
| Subject | Predicat |
| = The Co-operative Bank’s ***(merger)***  = [The first merger between a mutual and a co-operative], this | = ***(was) t***he [most significant] development [of 2009], [for our business and for the Bank in particular].  = brought together two [successful, member-run] businesses [with complementary, customer-centred values]. |
| Bringing together two [successful, member-run] businesses [with complementary, customer-centred values] ***(was) t***he [most significant] development [of 2009], [for our business and for the Bank in particular]. | |
| Notes | *‘This’ refers to the ‘merger* *of The Co-operative Bank’. Therefore it is induction.* | |
| Indicators | Inference | Rhetorical |
|  | = most significant  ***= (merger)***  ***= (was)*** | = of 2009  = for our business and for the Bank in particular  = The first merger between a mutual and a co-operative  = successful, member-run  = with complementary, customer-centred values |

### Paragraph 7.2 Paraphrasing Sentence (3)

|  |  |  |
| --- | --- | --- |
| ***Paragraph 6*** | *The most significant development of 2009, for our business and for the Bank in particular, was the merger of The Co-operative Financial Services with the*  *Britannia Building Society. The first merger between a mutual and a co-operative, this brought together two successful, member-run businesses with complementary, customer-centred values. The Co-operative Bank’s customer proposition was strengthened by the integration of Britannia’s mortgage and savings experience; furthermore the Britannia branch network increased our branch presence by 200%, significantly raising both our footfall and high-street profile. In addition, The Co-operative Group membership was boosted by some 1.4m Britannia members – expanding the Group membership population by nearly 50%.* | |
| Sentence(s) paragraph used. | (3)The Co-operative Bank’s customer proposition was strengthened [by the integration of Britannia’s mortgage and savings experience]; [furthermore] the Britannia branch network increased our branch presence by 200%, [significantly raising both our footfall and high-street profile].  (4) [In addition, The Co-operative Group membership was boosted by some 1.4m Britannia members – expanding the Group membership population by nearly 50%]. | |
| Notes | *This sentence consist of two part, but both indicate a change within the business due to the merger. Therefore these can be paraphrased into one sentence/premise.*  *‘Due to’ and ‘the branch presense are added to make it more explicit. However both the third and fourth sentences are an addition to the previous sentence. Therefore they aren’t part of a syllogistic reasoning.* | |
| Paraphrasing | Subject | Predicate |
| = The Co-operative Bank’s customer proposition  = [Furthermore] the Britannia branch network | = was strengthened[ by the integration of Britannia’s mortgage and savings experience]  = increased our branch presence by 200%, [significantly raising both our footfall and high-street profile]. |
| = The Co-operative Bank’s customer proposition  = Our branch presense  = The The Co-operative Bank’s customer proposition and branch presense | = was strengthened[ by the integration of Britannia’s mortgage and savings experience]  = increased by 200%, [significantly raising both our footfall and high-street profile] ***(due to)*** the Britannia branch network  = was strengthened [ by the integration of Britannia’s mortgage and savings experience] and increased ***(the branch presense)*** by 200%, [significantly raising both our footfall and high-street profile] ***(due to)*** the Britannia branch network |
| The The Co-operative Bank’s customer proposition and branch presense was strengthened [ by the integration of Britannia’s mortgage and savings experience] and increased ***(the branch presense)*** by 200%, [significantly raising both our footfall and high-street profile] ***(due to)*** the Britannia branch network | |
| Indicators | Inference | Rhetorical |
|  | = Furthermore  = ***(due to)***  ***= (the branch presense)*** | = by the integration of Britannia’s mortgage and savings experience  = significantly raising both our footfall and high-street profile |

## Paragraph 8

### Paragraph 8.1 Deduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 8*** | *A merger of two businesses is clearly a major undertaking. However the Board and the new leadership team have wasted no time in creating a shared corporate*  *vision and values, and putting an integrated senior management structure in place. Colleagues across both businesses have worked together magnificently to*  *create the systems and processes to allow us to meet our regulatory and legal requirements from day one.* | |
| Sentence(s) paragraph used. | (1) A merger of two businesses is [clearly] a [major] undertaking. | |
| Paraphrased sentences used | Bringing together two [successful, member-run] businesses [with complementary, customer-centred values] ***(was) t***he [most significant] development [of 2009], [for our business and for the Bank in particular]. | |
| Syllogism | **Induction** | |
| Subject | Predicat |
| = A merger of two businesses  = Bringing together two [successful, member-run] businesses [with complementary, customer-centred values] | = is [clearly] a [major] undertaking.  = ***(was) t***he [most significant] development [of 2009], [for our business and for the Bank in particular]. |
| The [most significant] development [of 2009], [for our business and for the Bank in particular] ***(was)*** [clearly] a [major] undertaking. | |
| Notes | *The first sentence mentioned the ‘merger’. This we established in the last paragraph and for this reason it is possible to take it as a premise here.*  *The ‘merger’ and ‘brought together’ are the same thing. Therefore it is induction. The rest of the paragraph is rhetorical.* | |
| Indicators | Inference | Rhetorical |
|  | = clearly  = major  = most significant  = ***(was)*** | = of 2009  = for our business and for the Bank in particular  = successful, member-run  = with complementary, customer-centred values |

## Paragraph 9

### Paragraph 9.1 Paraphrasing

|  |  |  |
| --- | --- | --- |
| ***Paragraph 9*** | *For our customers, however, deliberately there has been little change. We were determined to deliver ‘business as usual’ even as the new organisation took shape, and a key priority throughout the second half of the year has continued to be that the customer comes first.* | |
| Sentence(s) paragraph used. | (1) For our customers, however, deliberately there has been little change. | |
| Notes | *The indicator ‘however’ indicates a different meaning to the sentence. It is for this reason, that it can be paraphrased.* | |
| Paraphrasing | Subject | Predicate |
| = [For our customers], [however]  = There [deliberately] | = [deliberately] there has been little change.  = has been little change [for our customers]. |
| There [deliberately] has been little change [for our customers]. | |
| Indicators | Inference | Rhetorical |
|  | = however  = deliberately | = For our customers |

### Paragraph 9.2 Paraphrasing

|  |  |  |
| --- | --- | --- |
| ***Paragraph 9*** | *For our customers, however, deliberately there has been little change. We were determined to deliver ‘business as usual’ even as the new organisation took shape, and a key priority throughout the second half of the year has continued to be that the customer comes first.* | |
| Sentence(s) paragraph used. | (2) [We were determined to] deliver ‘business as usual’ [even as the new organisation took shape], and a key priority [throughout the second half of the year] has continued to be that the customer comes first. | |
| Notes | *The main part of the sentence is ‘delivering ‘business as usual’’. This is further enhanced by the word 'were' as past tense influence the reader in thinking that it doesn't apply today. The way to 'delivering business as usual' is that the customer comes first. This means a paraphrasing of the sentence.* | |
| Paraphrasing | Subject | Predicate |
| = We  = Business as usual | = were determined to deliver ‘business as usual’ [even as the new organisation took shape], and a key priority [throughout the second half of the year] has continued to be that the customer comes first.  = ***(is putting)*** the customer first. |
| Business as usual***(is putting)*** the customer first. | |
| Indicators | Inference | Rhetorical |
|  | = deliberately  = ***(is putting)*** | = For our customers  = even as the new organisation took shape  = throughout the second half of the year |

### Paragraph 9.2 Syllogism: Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 9*** | *For our customers, however, deliberately there has been little change. We were determined to deliver ‘business as usual’ even as the new organisation took shape, and a key priority throughout the second half of the year has continued to be that the customer comes first.* | |
| Sentence(s) paragraph used. | (1) For our customers, however, deliberately there has been little change.  (2) We were determined to deliver ‘business as usual’ [even as the new organisation took shape], and a key priority [throughout the second half of the year] has continued to be that the customer comes first. | |
| Paraphrased sentences used | Premise 1: There [deliberately] has been little change [for our customers].  Premise 2: Delivering ‘business as usual’***(is putting)*** the customer first. | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = There [deliberately]  = Business as usual | = has been little change [for our customers].  = ***(is putting)*** the customer first. |
| Business as usual ***(means)*** little change for our customers. | |
| Notes | *The ‘business as usual’ is referred by 'There'. So we can make an induction.* | |
| Indicators | Inference | Rhetorical |
|  | = deliberately  = ***(is putting)***  = ***(means)*** | = For our customers  = even as the new organisation took shape  = throughout the second half of the year |

## Paragraph 10

### Paragraph 10.0 Syllogism: Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 10*** | *Over the next three years we will be making significant investment in the infrastructure we need to make the customer experience fair, responsible, easy and personal for all our customers – whether face-to-face, by telephone or online. The opportunities, both for our customers and our business, are outstanding; but*  *our growth strategy will always be driven by the desire to put the customer first in all things. We intend to grow at a pace and in a way that guarantees our*  *customers an uninterrupted, seamless service.* | |
| Sentence(s) paragraph used. | (1) [Over the next three years] we will be making significant investment [in the infrastructure] we need to make the customer experience fair, responsible, easy and personal [for all our customers – whether face-to-face, by telephone or online]. | |
| Paraphrased sentences used | **--** | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = [Over the next three years] we  = we | = will be making significant investment [in the infrastructure]  = need to make the customer experience fair, responsible, easy and personal [for all our customers – whether face-to-face, by telephone or online]. |
| Making the customer experience fair, responsible, easy and personal [for all our customers – whether face-to-face, by telephone or online] will be making significant investment [in the infrastructure] | |
| Notes | *This sentence state two things: ‘an investement’ and ‘improving the customer experience’. Within the sentence the indicator ‘and’ is missing to connect both statements. The sentence itself starts with announcing an ‘investment’. Investing in something is a part of a (growth) strategy as mentioned in paragraph 6. That is why this is a syllogim.* | |
| Indicators | Inference | Rhetorical |
|  |  | = Over the next three years  = in the infrastructure  = for all our customers – whether face-to-face, by telephone or online |

### Paragraph 10.1 Syllogism: Deduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 10*** | *Over the next three years we will be making significant investment in the infrastructure we need to make the customer experience fair, responsible, easy and personal for all our customers – whether face-to-face, by telephone or online. The opportunities, both for our customers and our business, are outstanding; but*  *our growth strategy will always be driven by the desire to put the customer first in all things. We intend to grow at a pace and in a way that guarantees our*  *customers an uninterrupted, seamless service.* | |
| Sentence(s) paragraph used. | (2a) The opportunities, both for our customers and our business, are outstanding | |
| Paraphrased sentences used | Making the customer experience fair, responsible, easy and personal [for all our customers – whether face-to-face, by telephone or online] will be making significant investment [in the infrastructure] | |
| Syllogism | **Deduction** | |
| Subject | Predicate |
| = Making the customer experience fair, responsible, easy and personal [for all our customers – whether face-to-face, by telephone or online  = The opportunities, [both for our customers and our business] | = will be making significant investment [in the infrastructure]  = are outstanding |
| Making the customer experience fair, responsible, easy and personal [for all our customers - whether face-to-face, by telephone or online] is outstanding. | |
| Notes | *The second part involves ‘the opportunities'. This is the ‘investment’ that is mentioned. Therefore it is deduction.* | |
| Indicators | Inference | Rhetorical |
|  | Not applicable | = in the infrastructure  = for all our customers – whether face-to-face, by telephone or online  = both for our customers and our business] |

### Paragraph 10.2 Syllogism: Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 10*** | *Over the next three years we will be making significant investment in the infrastructure we need to make the customer experience fair, responsible, easy and personal for all our customers – whether face-to-face, by telephone or online. The opportunities, both for our customers and our business, are outstanding; but*  *our growth strategy will always be driven by the desire to put the customer first in all things. We intend to grow at a pace and in a way that guarantees our*  *customers an uninterrupted, seamless service.* | |
| Sentence(s) paragraph used. | (2b); [but] our growth strategy will [always] be driven [by the desire] to put the customer first [in all things]. | |
| Paraphrased sentences used | Making the customer experience fair, responsible, easy and personal [for all our customers - whether face-to-face, by telephone or online] is outstanding. | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = Making the customer experience fair, responsible, easy and personal [for all our customers - whether face-to-face, by telephone or online]  = [but] our growth strategy | = is outstanding.  = will [always] be driven [by the desire] to put the customer first in all things. |
| Driven [by the desire] to put the customer first [in all things] is outstanding. | |
| Notes | *The 'growth strategy' refers to the customer experience. So this is induction.* | |
| Indicators | Inference | Rhetorical |
|  | ***=*** always  = firmly  = ***(is)*** | = The opportunities, both for our customers and our business, are outstanding]; [but]  = by the desire  = in all things  = in the infrastructure  = for all our customers – whether face-to-face, by telephone or online |

### Paragraph 10.2 Syllogism: Abduction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 10*** | *Over the next three years we will be making significant investment in the infrastructure we need to make the customer experience fair, responsible, easy and personal for all our customers – whether face-to-face, by telephone or online. The opportunities, both for our customers and our business, are outstanding; but*  *our growth strategy will always be driven by the desire to put the customer first in all things. We intend to grow at a pace and in a way that guarantees our*  *customers an uninterrupted, seamless service.* | |
| Sentence(s) paragraph used. | (3) We intend to grow [at a pace and in a way that guarantees our  customers an uninterrupted, seamless service]. | |
| Paraphrased sentences used | Driven [by the desire] to put the customer first [in all things] is outstanding. | |
| Syllogism | **Abduction** | |
| Subject | Predicate |
| = Driven [by the desire] to put the customer first [in all things]  = We | = is outstanding.  = intend to grow [at a pace and in a way that guarantees our customers an uninterrupted, seamless service]. |
| We ***(are)*** driven [by the desire] to put the customer first [in all things]. | |
| Notes | *The 'intention to grow' as well as stating that they are 'outstanding' is connected by that both share a state of mind. Meaning that the 'drive to put the customer first' results from them being outstanding in their intended growth.* | |
| Indicators | Inference | Rhetorical |
|  | Not applicable | = at a pace and in a way that guarantees our customers an uninterrupted, seamless service  = by the desire  = in all things  = in the infrastructure |

## Paragraph 11

### Paragraph 11.1 Syllogism: Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 11*** | *This has been a year of impressive progress. Thanks to the Britannia merger, The Co-operative Bank has strengthened its presence and its customer proposition. A common leadership team, management structure and a refreshed vision, values and strategy are in place; while in the opinion of consumers and commentators alike, we continue to stand out from our competitors as a responsible, ethical business that treats its customers’ money and interests as its own.* | |
| Sentence(s) paragraph used. | (1) This has been [a year] of impressive progress. | |
| Notes | *The ‘This’ is not very clear. The author wants to say that they, as Bank, have made ‘impressive progress’. Therefore ‘This’ can be replaced.* | |
| Paraphrasing | Subject | Predicate |
| = This  = We | = has been [a year] of impressive progress.  = have been making impressive progress [this year]. |
| We have been making impressive progress [this year]. | |
| Indicators | Inference | Rhetorical |
|  | Not applicable | = a year |

### Paragraph 11.2 Syllogism: Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 11*** | *This has been a year of impressive progress. Thanks to the Britannia merger, The Co-operative Bank has strengthened its presence and its customer proposition. A common leadership team, management structure and a refreshed vision, values and strategy are in place; while in the opinion of consumers and commentators alike, we continue to stand out from our competitors as a responsible, ethical business that treats its customers’ money and interests as its own.* | |
| Sentence(s) paragraph used. | (1) This has been a year of impressive progress.  (2) [...]we continue to stand out [from our competitors as a responsible, ethical business that treats its customers’ money and interests as its own]. | |
| Paraphrased sentences | We have been making impressive progress [this year]. | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = We  = We | = have been making impressive progress [this year].  = continue to stand out [from our competitors as a responsible, ethical business that treats its customers’ money and interests as its own]. |
| Continuing to stand out [from our competitors as a responsible, ethical business that treats its customers’ money and interests as its own] ***(resulted in)*** having been making impressive progress [this year]. | |
| Notes | *‘The Co-operative Bank’ is the ‘We’ in the next premise. The previous conclusion is used as a premise, because it continued with something ‘customer related’.* | |
| Indicators | Inference | Rhetorical |
|  | = ***(resulted in)*** | = Thanks to the Britannia merger  = A common leadership team, management structure and a refreshed vision, values and strategy are in place; while in the opinion of consumers and commentators alike  = from our competitors as a responsible, ethical business that treats its customers’ money and interests as its own |

## Paragraph 12

### Paragraph 12.1 Syllogism: Induction

|  |  |  |
| --- | --- | --- |
| ***Paragraph 11*** | *As a result The Co-operative Bank finds itself – almost uniquely in our market – on the verge of an unprecedented opportunity to create a distinctive, competitive force in financial services. We have a clear vision for who we want to be and the financial stability, customer proposition and consumer profile to deliver that vision. The opportunity is ours to grasp; and we are ready to do so.* | |
| Sentence(s) paragraph used. | (1) [As a result] The Co-operative Bank finds itself – [almost uniquely in our market] – on the verge of an [unprecedented] opportunity [to create a distinctive, competitive force in financial services]. | |
| Paraphrased sentences used | The recognition of the value of the ‘co-operative difference’ ***(that)*** ***(allows us)*** to increase our profile [and attract a whole new generation of consumers to the ‘co-operative difference’ ***(by capitalisation)***] ***(makes us)*** continue to stand out from our competitors [as a responsible, ethical business that treats its customers’ money and interests as its own]. | |
| Syllogism | **Induction** | |
| Subject | Predicate |
| = The recognition of the value of the ‘co-operative difference’ ***(that)*** ***(allows us)*** to increase our profile [and attract a whole new generation of consumers to the ‘co-operative difference’ ***(by capitalisation)***  = [As a result] The Co-operative Bank | = ***(makes us)*** continue to stand out from our competitors [as a responsible, ethical business that treats its customers’ money and interests as its own].  = finds itself – [almost uniquely in our market] – on the verge of an [unprecedented] opportunity [to create a distinctive, competitive force in financial services]. |
| The recognition of the value of the ‘co-operative difference’ ***(that)*** ***(allows us)*** to increase our profile and attract a whole new generation of consumers to the ‘co-operative difference’ ***(by capitalisation)*** ***(makes us)*** finds itself – [almost uniquely in our market] –on the verge of an [unprecedented] opportunity [to create a distinctive, competitive force in financial services]. | |
| Notes | *The indicator ‘As a result’ refers to the ‘stand out from our competitors’.That is why these are connected through deduction.*  *The rest of the paragraph are stand-alone sentences whom cannot be connected to a type of syllogism or be paraphrased.* | |
| Indicators | Inference | Rhetorical |
|  | = ***(that)***  = ***(allows us)***  ***= (by capitalisation)***  = ***(makes us)***  = unprecedented  = As a result | = almost uniquely in our market  = to create a distinctive, competitive force in financial services  = as a responsible, ethical business that treats its customers’ money and interests as its own |

# Appendix III: Survey with the Answers and the Distribution by the answers level of 'Correctness'.

## First Paragraph:

*Rebuilding the BANK is a significant challenge but I believe we now have the tools to begin turning the business around. Niall Booker, a veteran of the banking world, joined the BANK at the same time as me, and he and his new Executive Team have worked closely with the Board over the second half of last year to understand the true state of the BANK. Devising a Recapitalisation Plan acceptable to all stakeholders in very difficult circumstances, we were able to complete the Liability Management Exercise (LME) in December without which we wouldn’t be here today. This could not have been accomplished without the support of the vast majority of our subordinated bondholders, customers and colleagues for which we are extremely grateful*.

Based on this paragraph, please answer the following **FOUR** questions:

1. **Why do you think that Niall Booker can rebuild the BANK?**

*Niall Booker understands (1) by working closely with the Board (2) because he has been in the banking world for a long time (3) which makes him have the necessary skills.*

*The key part is to understand that is done by Niall Booker and his team. Even though 'with the Board' is rhetorical, the Executive Team is part of the subject, hence why this is the second answer. The skills aren't mentioned within the paragraph and thus can only be reasoned with after establishing that he only has the skills by being a veteran.*

* 1. Niall Booker has been in the banking world for a long time.(4)
  2. Niall Booker has the necessary skills. (2)
  3. **Niall Booker understands the real problem of the BANK. (1)**
  4. Niall Booker and his Executive Team have worked closely with the Board.(3)

1. **Do you think the reasoning that Niall Booker can turn around the BANK, as suggested in this paragraph, is plausible?**
   1. **Not at all plausible**
   2. Somewhat plausible
   3. Neutral
   4. Plausible
   5. Very plausible
2. **Since the BANK is in poor (financial) situation, rebuilding the BANK depends on\_\_\_\_\_\_?**

*Completion of the LME (1) is done through devising the Recapitalisation Plan (2) that is acceptable to all stakeholders (3) and by the support (4).*

*The end conclusion within the paragraph state that the completion of the LME is a key achievement. That is why this is the first answer. Devising the Recapitalisation Plan made this possible and is strengthened by the fact that it needed to be acceptable to all stakeholders as a rhetorical addition. The support mentioned wasn't a key part in completing the LME, hence why it is rhetorical and unimportant.*

* 1. the support of the vast majority of the subordinated bondholders, customers and colleagues of the Chairman. (4)
  2. devising the Recapitalisation Plan. (2)
  3. the acceptance of the plan to all stakeholders. (3)
  4. **the completion of the Liability Management Exercise (LME**). (1)

1. **How plausible is the resolution to rebuild the BANK as suggested in this paragraph?**
   1. Not at all plausible
   2. **Somewhat plausible**
   3. Neutral
   4. Plausible
   5. Very plausible

## Second Paragraph:

*The ‘credit crunch’ has made consumers increasingly appreciative of responsible stewardship and an ethically-led business strategy. By lending within the level of customer deposits we have largely escaped the pitfalls of financial over-exposure, while the absence of publicly listed shares has allowed us to focus wholly on the interests of our customers. Switching of customer accounts from the so-called ‘big five’ banks to the BANK increased significantly in 2009. Meanwhile our ethical policy has seen us reject over £1bn in lending which failed to meet our ethical guidelines; however our ethical approach has attracted significantly more than this in other areas.*

Based on this paragraph, please answer the following **TWO** questions:

1. **Why is there an increase in “switching of customer accounts”?**

*By focussing on the interest customers (1)and escaping the pitfalls (2) resulted in the customers attentiveness (3).The ethical policy doesn't add anything to the 'switching of customer accounts' (4).*

*According to the schemes, the increases 'was due to allowing to focus wholly on the interest of the customers'. Together with 'escaping the pitfalls of financial over-exposure, these made the consumers increasingly attentive. The ethical policy is based on the rhetorical second part within the scheme.*

* 1. The BANK has an ethical policy.(4)
  2. **The BANK has focused wholly on the interest of the customers. (1)**
  3. The BANK has escaped the pitfalls of financial over-exposure.(2)
  4. The consumers have found the BANK increasingly attentive. (3)

1. **On the basis of the paragraph, do you think the answer to Q5 is plausible?**
   1. Not at all plausible
   2. Somewhat plausible
   3. Neutral
   4. Plausible
   5. **Very plausible**

## Third Paragraph:

*The implications of separating the BANK from the GROUP were not fully known at the time of the Liability Management Exercise (LME). The complexities involved, and the consequent cost and tax implications, are very significant. Together with providing for the costs of further customer redress, these items have adversely impacted our capital base. As a consequence we announced on 24 March 2014, that we have started the process of raising additional capital. This will strengthen our Common Equity Tier 1 (CET1) position as we embark on our Turnaround Plan. This is over and above the already planned contribution from the GROUP in 2014.*

Based on this paragraph, please answer the following **THREE** questions:

1. **How would you characterise the main problem faced by the BANK as a consequence of separating the BANK from the GROUP?**

*Because the implications of the separation weren't known (1), the capital decreased (2) bringing the BANK into a severe financial situation (3) that may or may not lead to the compensation of the customers (4).*

*In the beginning is stated that the implications weren't fully known and that these together with other consequences have impacted the capital base by induction. That the capital base is decreasing, can result in the conclusion that the BANK is in a severe financial situation without being mentioned explicit. The compensation of the customers isn't also mentioned explicit, but this statement doesn't follow a (subconscious) conclusion made by either the schemes or the paragraph. This last answer is added to check if the participants would reason outside of the paragraph when another option is provided.*

1. **The implications were not fully known. (1)**
2. The BANK is in severe financial situation as a result of the separation. (3)
3. The capital base of the BANK was decreasing. (2)
4. The customers may have to be compensated. (4)
5. **How plausible are the arguments for "raising additional capital"?**
   1. Not at all plausible
   2. **Somewhat plausible**
   3. Neutral
   4. Plausible
   5. Very plausible

## Fourth Paragraph

The loyalty of our customers during this difficult time has been considerable. We have also been reminded that what the business is supposed to stand for is important for society as a whole. That is why the task of rebuilding the BANK counts so much. We have embedded in the legal constitution of the BANK a pledge that requires us to act in line with the principles and values associated with the GROUP Movement and we have established a Board Committee to ensure our adherence to those standards. Further details are outlined in the Values and Ethics section of this report. The commitment of colleagues who have gone about their work with huge professionalism during this period of corporate turmoil is also important. I would like to say a heartfelt thank you to all of them.

Based on this paragraph, please answer the following **THREE** questions:

1. **How can the BANK guarantee that rebuilding will be successful?**

*Acting in line, means ensuring adherence, establishing Committee and by relying on commitment.*

* 1. **By acting in line with the principles and values of the GROUP. (1)**
  2. Through establishing a Board Committee. (4)
  3. By ensuring the adherence of the BANK to the ethical standards. (2)
  4. By relying on the commitment and professionalism of colleagues. (3)

1. **Why is it important to rebuild the BANK?**

*Recognising the importance (1) meant rebuilding to act in line with the principles and values (2) that result in a business that it was supposed to stand for as they have been reminded by the customers (3). The acting in line is done by the commitment (4).*

*Having an abduction on 'important for society' and 'count so much' result in emphasising the importance for society and why the bank needed to rebuild by complying to the existing standards as conclusion. The 'respecting customers' and 'acknowledging the commitment' are both rhetorical sentences, but the statement 'respecting of the customers' resulted from the first sentence 'loyalty of the customers'. This was an additional thought towards the second sentence which was an acceptable premise, hence why the respecting of the customers has priority over the acknowledgement.*

* 1. To comply with the existing standards. (2)
  2. **To recognise the importance for society. (1)**
  3. To respects its customers. (3)
  4. To acknowledge the commitment of colleagues of the Chairman. (4)

1. **Do you think the statement that remembering "what the business is supposed to stand for" help rebuild the Bank is plausible?**
   1. Not at all plausible
   2. Somewhat plausible
   3. Neutral
   4. **Plausible**
   5. Very plausible

## Fifth Paragraph

*Over the next three years we will be making significant investment in the infrastructure we need to make the customer experience fair, responsible, easy and personal for all our customers – whether face-to-face, by telephone or online. The opportunities, both for our customers and our business, are outstanding; but our growth strategy will always be driven by the desire to put the customer first in all things. We intend to grow at a pace and in a way that guarantees our customers an uninterrupted, seamless service.*

Based on this paragraph, please answer the following **TWO** questions:

1. **What justification is given for the BANK's growth strategy?**

*It justifies the desire of putting the customer first (1) by making the experience fair, responsible, easy and personal (2). The outstanding opportunities refers to the entire investment (3) which intends to grow into a uninterrupted, seamless service (4).*

*The conclusion 'We are driven by the desire to put the customer first in all things' is formulated as the end conclusion of the paragraph as this paragraph contains all three reasoning styles. The 'growth strategy' references the making of the 'customer experience fair, responsible, easy and personal' which is connected to the providing of 'an outstanding opportunity for both customers and the business'. Since the 'outstanding opportunity' is the common term within a deduction, this is to be considered a more logical connection than the 'customer experience' that is the common term for an inductive scheme. Therefore the 'opportunity' is (should be) a more logical connection, hence why this has a priority over the 'customer experience'.*

* 1. **The growth strategy is driven by the desire to put the customer first. (1)**
  2. The growth strategy will guarantee customers an uninterrupted, seamless service. (3)
  3. The growth strategy will make customer experience fair, responsible, easy and personal. (4)
  4. The growth strategy will provide an outstanding opportunity for both customers and the business. (2)

1. **Based on the paragraph above, do you think this justification is plausible?**
   1. Not at all plausible
   2. Somewhat plausible
   3. Neutral
   4. Plausible
   5. **Very plausible**

## End Question

1. **How convincing are you of the answers you have given during this experiment?**
2. Not at all convincing
3. Somewhat convinced
4. Neutral
5. Convinced
6. Very Convinced