

Topic & Comment

The following revision is taken from a dissertation by a Korean-speaking student of Business Studies (a different student, incidentally, from that in Kibbiutzer 56):

Original	Revisions
3.1 Recruitment Method The advertisement of local newspapers is used for the recruitment notice.	3.1 Recruitment method Advertisements in local newspapers are used for recruitment.
	3.1 Recruitment Method Recruitment is carried out by placing advertisements in local newspapers.

The first revision on the right 'cleans up' the original sentence and is perfectly grammatical. However, it breaks the usual expectation that the Topic (here, 'Recruitment', as announced by the heading) should come before the Comment (the use of Advertising).¹ The second revision shows an attempt to make the Topic - Comment structure clearer. It involves two collocations: 'carry out + recruitment' (no examples in my data), and 'place + advertisement':

1 arities will be able to place a box advertisement on a page dedicated to volunteer recru
2 d practise their desires, and place advertisements to buy and sell specialist parapherna
3 actics such as the placing of press advertisements listing MPs' votes on controversial m
4 Joanne Woodward, placed a full-page advertisement in the New York Times that dismissed t
5 e than 350 couples have answered an advertisement placed by the islands' tourist board i
6 ney to the cause. At the end of the advertisement anonymously placed by the Friends of J
7 n in December last year Conn placed advertisements for a tour featuring 'stars from the
8 p, Accuracy in the Media, placed an advertisement in its old adversary, the Washington P
9 The emotive full page advertisement placed in your newspaper on May 23 by
10 hat he was homosexual. He placed an advertisement in a gay magazine and received an answ
11 taff at the supermarket to place an advertisement in a local newspaper to show they unde
12 rector. Six months ago he placed an advertisement asking for artists to submit fakes. Mo
13 y linked to the party, which placed advertisements in obscure magazines, some of which w
14 as "architectural street cred". Advertisements will be placed in the press next week
15 ernment to come up with more money. Advertisements placed by Railtrack in selected natio
16 in four-power custody in 1987. The advertisement was placed by an un-named group and to
17 ous person(s) who placed a memorial advertisement in a newspaper in Namibia comparing fo
18 y cheques into their bank accounts. Advertisements are frequently placed in newspapers n
19 s contacted police after placing an advertisement in a newspaper lonely hearts column. S
20 of striptease. They responded to an advertisement placed in the local press by Alla Kirm

¹ Notice that it would, of course, be possible to imagine a different text in which Advertising was the topic - e.g.

3.1 Advertising

Advertisements in local newspapers serve a number of purposes, ranging from recruitment to the announcement of new products.