

UNIT 1 REVIEW

Writing Part 2 Letter

Sample answer

To the Editor,

When I saw your magazine's call for letters about childhood friends, my mind filled up with memories of a particular friend from my early childhood, which I spent in Tegucigalpa, the capital of Honduras.

Her name was Sandra. We met on the first day of primary school, just minutes after my mom had dropped me off. Upon entering the playground, I spotted Sandra leaning against the fence, looking bashfully at the ground. I was usually a shy girl myself, so I was surprised to feel an uncommon sense of courage swelling up inside me. I walked straight up to Sandra and asked if she wanted to be my friend. Right off the bat. Just like that. Thankfully, she agreed and we scrambled happily the top of slide and told each other our names.

Throughout primary school, Sandra and I were thick as thieves. In fact, we were so inseparable that a funny thing happened: particular grownups couldn't tell us apart. We were both the same height; both wore glasses; both had short, dark hair. Teachers would call me by her name or call her by mine. They would ask often if we were sisters or cousins, trying to work out the source of our uncanny resemblance.

Although Sandra and I grew apart in secondary school, and further apart still in adulthood, it's hard to understate the impact our friendship had on my life. So close were we, so intertwined was my identity with hers, that it's hard to imagine being the person I am today if we had never met. With Sandra, I learned about compassion and trust. I learned to compromise and to share. I learned to forgive. In psychology, they say the social skills we acquire through childhood friendships serve us for all life, positively influencing our adult relationships. I feel like I am living proof of that, and I think Sandra would agree.

Best regards,

Clara Dominguez

323 words

Examiner's comments

Content: All content is relevant to the task. The writer has thoroughly addressed the two points from the instructions, so the target reader is fully informed.

Communicative achievement: The writer displays a very good command of the conventions of a letter to an editor, communicating complex ideas effectively and holding the reader's attention with ease. The writer uses an appropriately semi-formal, at times literary, style and convincingly combines personal narrative with more general analysis.

Organisation: The letter is well-organised and coherent, with a clear beginning, middle, and end. A variety of cohesive devices (*Upon ..., Throughout ..., in fact, thankfully*) and organisational patterns (parallel structures, repetition for dramatic effect) are used with complete flexibility.

Paragraphing is used effectively to move the reader through time as the story develops.

Language: The writer uses a wide range of vocabulary with precision and occasionally with sophistication and style: *bashfully, right off the bat, scrambled happily, thick as thieves*, etc. There are a few errors, but these appear to be slips: *They would ask often, for all life*. The writer uses a wide range of sophisticated grammar with complete control.

Mark: Good pass

UNIT 2 REVIEW

Writing Part 2 Report

Sample answer

Social media advertising campaign

The aim of this report is to explore the possibility of launching an advertising campaign on LinkedIn for our new 'business travel' backpack. I will start with an argument for why LinkedIn would be a particularly good fit for our campaign, and then I will follow this with a look at some research on the influence that social media exerts on the purchasing habits of modern consumers.

LinkedIn

LinkedIn is a well-established social networking sight focused on professional networking and career development. It attracts new users by allowing companies to create their own LinkedIn profiles, which they use to post jobs and search potential candidates. For this reason, a LinkedIn profile has become the de facto CV for professionals, turning nearly a billion workers around the globe into active users. This I think makes it the perfect place to reach the target market for our new product: millennials with professional jobs. Moreover, the platform is experiencing healthy growth, unlike certain other social media platforms that have fallen down.

Social media and consumer purchasing habits

Now I will explain the reason why a social networking sight like LinkedIn is the right place to advertise our new backpack. For starters, our core target market, millennials, grew up in a world dominated by the social media. There are numerous studies that confirm how millennials are much more likely to buy a product after stumbling across it online. Moreover, social media allows to the possibly of so-called 'consumer-to-consumer interaction', whereby users of the site recommend the product to others by posting pictures, writing reviews or simply hitting the 'like' button on an advert.

Recommendations

As I stated above, LinkedIn would effectively reach millennials, the target customer of our product. Moreover, research into social media shows the superior effects it has on the purchasing habits of this particular generation. For this reason, I would strongly recommend creating an advertising campaign on LinkedIn for the 'business travel' backpack.

326 words

Examiner's comments

Content: On the whole, the target reader is well-informed. The report describes a social media site and explains why it would be the right choice for the campaign. It also explains how social media can influence what people buy, though this point could have been developed further.

Communicative achievement: The writer shows a good understanding of the genre features of a report, e.g. clearly outlining the purpose in the introduction, using headings, and ending with a recommendation. Complex ideas are communicated effectively. At times, however, the writer includes information that seems less relevant to the task, e.g. that millennials grew up in a world dominated by social media. Also, the writer relies on the use of the first person (*I will start, I think*), which is usually avoided in formal writing.

Organisation: The report is generally well-organised and coherent. However, the writer does not use a wide enough range of cohesive devices: *Moreover* is used three times and *For this reason*, is used twice. In addition, the writer includes unnecessary metalanguage (*I will now explain ..., As I stated above*) that could be easily omitted to make the writing more concise.

Language: Less common lexis is used with precision and sophistication (*particularly good fit for, the de facto CV, stumbling across*), and a wide range of grammatical structures is used with full control. There are some minor errors, but these are generally related to less common words and structures. Some of these appear to be slips (*search potential candidates*).

Mark: Good pass

UNIT 3 REVIEW

Writing Part 2 Article

Sample answer

Photoshop – a blessing or a curse?

In the not-so-distant past, photographers laboured away in dark rooms to manipulate images. It was needed to possess a variety of specialised paints, rubbers, airbrushes – not to mention a steady hand and a keen eye for colour and shadow. Above all, it took an enormous amount of the patience.

All that changed in the early 1990s with the rise of the Photoshop. All of a sudden, blemishes or wrinkles could be whisked away with the click of a mouse. But that was just the start. Before long we realized it was possible to manipulate reality itself, for example, by changing the location of a building or adding a person to a photo whom was not there when it was taken.

It is hard to underestimate the impact of the digital manipulation in modern life. For starters, we now approach images differently. When met with a particularly striking picture, we instantly say, "It must be photoshopped." Would it be unfair to say that the Photoshop has destroyed the reliability of photographs,

even historical ones? These, after all, can be altered as easily as modern ones. It now requires high level of trust on the individual, publication or institution who publishes a photo to believe that it is an authentic representation of reality.

Undoubtedly, the Photoshop has unlocked the potential of artists and designers everywhere, who can now create images that would have been impossible to make before, e.g. the intentionally whimsical and funny images that so often go viral. These blur the line between photography, digital art and social commentary in a fascinating way. However, one only has to open a fashion magazine, with its impossibly perfect models, to see darker side of digital manipulation. The Photoshop holds up a mirror to the world, too often revealing the sort of disturbingly unrealistic, and sometimes deeply unhealthy, expectations we have for ourselves and world we live in.

321 words

Examiner's comments

Content: All content is relevant to the task. On the whole, the target reader is informed since the writer successfully assesses the impact of Photoshop as a technological innovation. However, they describe it very briefly, assuming readers' familiarity with the topic.

Communicative achievement: The writer shows a good control of the conventions of an article. A number of complex ideas are communicated convincingly and supported with well-chosen examples (*All of a sudden, blemishes or wrinkles could be whisked away with the click of a mouse, the intentionally whimsical and funny images that so often go viral*). They use an appropriately semi-formal register.

Organisation: The writer makes flexible use of a wide variety of discourse markers (*For starters, after all, However*) and organisational patterns (rhetorical question, the use of a long list to emphasise a point, a long sentence followed by a short one for dramatic effect).

Language: The writer uses a wide range of sophisticated grammar (modals in rhetorical questions, tense contrasts, participle clauses) and lexis (*a steady hand, blemishes and wrinkles, unlocked the potential of, intentionally whimsical*) with both precision and style. There are a few errors, most of which appear to be slips: *trust on the individual, undoubtedly, expectations*, alongside a number of other minor mistakes which do not impede communication.

Mark: Good pass

UNIT 4 REVIEW

Writing Part 1 Essay

Sample answer

Whether it be at work, university or home, it can come in very useful to master the art of negotiation. Luckily, this is a skill that can be learned, practised and improved. Here are some tips to help you bring out your inner negotiator.

Firstly, decide what you want. This advice might sound obvious, but it's surprising how often people go in a negotiation without clearly defined priorities. Once you establish these priorities, arrange them in order of importance. In this way, you know which less important priorities can be "exchanged" to reach an agreement with your counterpart. In every negotiation, after all, you will need to give something up. There is yet another clear benefit to defining your priorities: you're less likely to lose sight of your objectives during the negotiation.

Secondly, establish a principal level of trust with the other party. Without it, the dialogue will quickly become adversarial, resulting on a clear loser. How, then, can we build trust? A common technique is to put your priorities plain right from the start. This might seem unlogical, but in practice it serves the cooperation between the two parties and this respective understanding helps you identify solutions that everyone can agree on.

As we have seen, negotiation is not about winning or losing but rather about compromise and problem solving. Just remember: first define and arrange your priorities and then build trust by being straightforward and honest about what you want. With this approach, success in negotiation isn't guaranteed, but it's a great deal more likely.

257 words

Examiner's comments

Content: The writer effectively paraphrases the four main ideas from the source texts. However, they do not make any attempt to evaluate these ideas or include any of their own views. For these reasons, the target reader is not fully informed.

Communicative achievement: The writer uses the conventions of writing an essay to make a convincing argument, and to successfully explain complex ideas summarised from the source texts. However, at times, the writer's tone seems more appropriate to an article than an essay, in particular regarding the use of the imperative and the second person pronoun to create a sense of pseudo-familiarity with the reader.

Organisation: The writer develops their argument coherently, with a clear, concise introduction and two well-developed body paragraphs. In the conclusion, the writer skilfully sums up the essay's main takeaways. Cohesive devices are used effectively (*firstly, secondly, In this way, after all*). Additionally, a number of organisational patterns are used with control and flexibility (*whether it be ... or ..., ... is not about ... but rather*).

Language: The writer uses complex grammatical forms with full control, as well as a variety of less common lexis (*master the art of, lose sight of, adversarial, build trust, a great deal more likely*). There are a number of minor mistakes (*go in a negotiation, establish a principal level of trust, resulting on a clear loser*), none of which impede communication.

Mark: Pass

UNIT 5 REVIEW

Writing Part 2 Report

Sample answer

College Newspaper Report

The aim of this report is to give an overview of two national news sources for consideration as a basis for the college newspapers expansion into writing a national news section. This report will assess the suitability of 'The National', a newspaper and website, and 'News Today', a news website, focusing on the types of articles they publish, their reputation, and their likely appeal on college students.

News content

Both sources focus on mainstream news content, but while 'News Today' has an additional focus on entertainment and celebrity news, 'The National' has a broader range of content with its focal points ranging from science and politics to arts, culture and the environment. 'The National' has more in-depth articles, with an average article length of 500–600 words, whereas 'News Today' features pictures more heavily and has on average 200–300 per article.

Reputation

Both news sources are widely known in the country. While 'The National' has a longstanding reputation, of both its news website and national newspaper, 'News Today' is a more up and coming news source. As such, it has to gather a good reputation yet as a reliable source of information, but this is not to say it is unreliable. However, its slant towards celebrity news may indicate that it is seen as more gossip-based news, and less serious player in the news industry.

Audience Appeal

While it must be acknowledged that 'News Today' tends to appeal to younger audiences, for the college demographic, perhaps a broader range of topics that touch upon some of the subjects studied at the college, such as the type featured in 'The National', would be more appealing.

Conclusion

In my opinion, if the paper wants to have a section devoted to a range of national news items, which may gain the interest of students who are studying in these relevant areas, then the recommended source to use as a model for the new section is 'The National'.

328 words

Examiner's comments

Content: All content is relevant to the task. The writer has generally addressed the main points required, and the target reader is on the whole well-informed.

Communicative achievement: The writer shows a good understanding of the conventions of a report, covering the different aspects of the two news sources clearly and

coherently and communicating their ideas with ease. An appropriate formal style is used throughout, as expected in a report, and the author combines factual observations with their own opinions and insights.

Organisation: The report is well-organised and coherent, with clear section headers each containing relevant information and points of view. A variety of cohesive devices (*While ...*, *However ...*, *whereas*, *As such*, etc) are used with complete flexibility and are effective in comparing and contrasting the two news sources. However, the use of the phrase *In my opinion* to introduce the conclusion is not an entirely suitable choice.

Language: The writer uses a wide variety of vocabulary with accuracy and occasionally with some sophistication: *focal points*, *it's slant towards*, *touch upon*, etc. There are a few minor errors, but these do not impede understanding: *newspapers expansion*, *appeal on*, *less serious player*. Additionally, the writer uses a range of grammatical structures with ease most of the time, with occasional slips and lengthy wording, e.g. *for consideration as a basis*.

Mark: Good pass

UNIT 6 REVIEW

Writing Part 2 Letter

Sample answer

Dear Ms Dixon,

I'm writing in response to your talk last week where you invited students to share any instances of kindness or generosity we have experienced as well as the impressions they made. Recently an act of generosity from a classmate made me realise they contribute to personal growth.

This situation took place in my history class, where groups had been assigned a topic to research, and which would culminate in a series of class presentations. Our group was well organised and diligent, and we were convinced that we would do well.

However, on the day before the presentation disaster struck and my laptop crashed deleting my slides and effectively losing a week's worth of work. Unfortunately, I had failed to back my files. While some of the group members were understandably frustrated, my friend remained calm and offered to help recover the files. This was unsuccessful so instead my friend and I worked long into the night rewriting the presentation slides.

During the experience I noticed how calm my friend kept me by remaining positive. My usual response in a situation like this would have been despair and feel an enormous sense of guilt in having let down the group. Yet, inspired by my friend's sacrifice of his time, I managed to rewrite the work to a high enough standard for us to be awarded a high grade. The experience made me see the valuable impact that generosity such as this can have on others.

I think this experience will stay with me for some time and it has definitely inspired me to be more generous with my time in future.

Kind regards,

Sonya Linehan

277 words

Examiner's comments

Content: All content is relevant to the task. The writer has addressed the key points required in the instructions and the target reader is fully informed.

Communicative achievement: The writer uses an appropriate semi-formal style in the letter and clearly sets out the experience of generosity, outlining the context, what happened and then describing the impact. The writer communicates their ideas effectively and combines their personal narrative with some analysis of the situation with ease.

Organisation: The letter is well-organised and coherent, with clear paragraphing which sets out the development of the narrative. Cohesive devices and clear signposting such as *The situation took place*, *However*, *Unfortunately*, *During the experience* keep the reader interested and are used with full control.

Language: The writer accurately uses a wide range of sophisticated vocabulary such as *culminate*, *diligent*, *disaster struck*. Minor errors such as *back my files*, *despair* do not interrupt the flow of the essay, and understanding is not impeded.

Mark: Very good pass

UNIT 7 REVIEW

Writing Part 2 Article

Sample answer

The Mystery of the Hum

While my life may be somewhat run of the mill, I've always been fascinated by mysteries, both in terms of fiction and real life. I've been astounded by stories of disappearances or freak events, but nothing has quite disconcerted me like the story of The Hum. This is not a singular event but has occurred at different locations all around the world, often reported by many residents in a similar locality.

Imagine, one day, waking up, drawing your curtains, and slowly getting to a realisation that you could hear a just perceptible humming noise, deep, droning, and persistent. It's not the fridge, or someone with their car parked outside the window, in fact, you have no idea where it's coming from. This is what came to pass in Taos, New Mexico in the 1990s, as around a hundred people reported suddenly hearing such a noise. Around 2% of the population were able to detect it, and, what's worse, they couldn't get away from it unless they travelled for around 30 miles, which must surely been unbearable.

Despite setting up audio equipment to try and capture the noise, nothing was detected. And this story has been

repeated in various places throughout the world, with numerous residents all reporting hearing it at the same time, and it often disappears just as mysteriously perhaps after days, or months.

So, why might this story be considered a mystery? The answer is simple – it cannot be explained, and this is the very reason why all mysteries enthrall us. We humans have a desire for knowledge, and so when something unexplicable happens, we use everything in our artillery to solve it, be it science, logic or investigation. The frustration behind having a puzzle that permanently perplexes us can be difficult to stomach, and most of us, will continue to wonder how we could solve the unsolvable.

315 words

Examiner's comments

Content: All content in the article is relevant to the task. The writer successfully addresses all points requested in the instructions and the target reader is fully informed.

Communicative achievement: The writer uses an appropriate semi-formal/informal register to engage the reader from the outset and demonstrates a very good understanding of article-writing conventions. The mystery is well described, and the writer successfully communicates complex ideas to the target reader in an effective way, holding the reader's attention with ease. For instance, by directly engaging the reader with the imperative *Imagine*, the reader is fully engrossed in the content.

Organisation: The article is well-organised and coherent. The writer uses organisational patterns with flexibility, with each paragraph effectively moving the narrative onwards. They also use a variety of cohesive devices, including discourse markers such as *Despite* and a rhetorical question (*So, why might this story be considered a mystery?*) and a long list to emphasise a point (*we use everything in our artillery to solve it, be it science, logic or investigation*).

Language: Some minor slips occur but they do not impede understanding, e.g. *getting to a realisation, must surely been, unexplicable*. Overall, the writer uses a range of less common lexis with ease, such as *run of the mill, disconcerted, droning, enthrall, perplexes*, and a range of grammatical structures with accuracy throughout the text.

Mark: Very good pass

UNIT 8 REVIEW

Writing Part 2 Letter

Sample answer

Dear Sir or Madam,

I am writing to complain about one of the tours I went on with your company. The tour was named Supreme Forest Eco-Adventure, which was a four-day camping tour in the forests of the South Island, where we were to see natural flora and fauna, while respecting the local biodiversity, as advertised in your website. Frankly, this description was wildly inaccurate, as I shall go on to outline.

Difficult though it may be to ensure a tour is entirely ecological, I saw very little effort in trying to ensure responsible tourism. An example of this was that rubbish was left every morning after camping, even plastics, which is unforgivable. There needs to be an effort to ensure rubbish is biodegradable rather than left to pollute such a delicate balanced natural environment. To make matters worse, the tour guide actively encouraged us to disturb the natural environment, at one point even encouraging us to take plants home with us! He quite frankly didn't seem to show the slightest concern for the environment around him.

Not only was the tour ecologically unsound, but upon complaining I was met with rudeness. I don't feel I was the only one who was genuinely concerned with the activities on the tour, even so when I mentioned my feelings to the tour guide, he simply dismissed me, doing nothing to address my concerns. For a tour which advertises itself as 'eco' and which costs a fair amount, I think you need to do better.

At the very least, I would like a commitment from you waste is recyclable and disposed of responsibly, and that you educate your tour guides to show awareness and genuine concern for the environment around them. Unless you can commit to making these fundamental changes to this tour, I will ensure that people know you are simply not what you seem.

Regards,

Maja Quinn

316 words

Examiner's comments

Content: The writer successfully addresses all the points required in the task instructions. The target reader is fully informed of the situation and how the writer would like it resolved.

Communicative achievement: The writer uses an appropriate formal style for a letter of complaint throughout the text, although a minor slip with the use of a contraction *don't* slightly upsets the flow of the letter. Conventions are otherwise successfully adhered to and ideas are communicated in an effective way, holding the target reader's attention with ease.

Organisation: The letter is coherent and well-organised with a suitable beginning which clearly states the purpose of the letter, paragraphs explaining the issue and a final paragraph outlining what the writer would like to be done. The writer also uses a wide range of cohesive devices effectively to make their point, such as *Difficult though it may be ...*, *Not only was the tour ...*, and *At the very least*.

Language: A range of complex grammatical structures is used accurately and effectively throughout the letter, making it easy to understand and follow for the reader. Minor slips in language such as *advertised in, delicate balanced environment, a commitment from you waste* do not impede communication or understanding.

Mark: Very good pass

UNIT 9 REVIEW

Writing Part 2 Essay

Sample answer

The impact of culture and the arts on society are known to be widespread and overwhelmingly positive and as such it is imperative that they be accessible to all groups in society. Benefits include improvements in mood, connecting with others and general wellbeing. The type of culture that people engage is largely irrelevant compared to the act of taking part in or experiencing something creative.

Beside the obvious benefits in terms of mental health and emotional enrichment, the arts are economically important to many communities. Local craft shops, galleries, museums and theatres all make significant financial contributions to communities as well as providing engaging forms of employment, thus helping to prevent people from leaving towns to seek opportunities in large cities. Governments have a responsibility to their citizens to ensure that a wide range of cultural experiences are on offer, and that they are affordable to all sectors of the community.

However, increasingly people on lower incomes are being excluded from cultural experiences due to the soaring costs of ticket prices. It appears that our modern approach to providing cultural events in society has shifted and become more commercialised. Nowadays parents are expected to foot the bill for their children's artistic activities, and public funding for the arts is diminishing rapidly. All this despite the fact that research has shown that exposure to the arts has a significant impact on developing skills such as empathy, critical thinking and confidence.

There should be a serious reconsideration of the cost barrier of the arts. If these experiences are only available to those with the financial means, society is likely to end up a much poorer place both literally and metaphorically.

278 words

Examiner's comments:

Content: The writer successfully addresses and paraphrases the issues outlined in the task, as well as including and developing their own ideas. The content is relevant and the reader is fully informed.

Communicative achievement: The author uses an appropriate tone with sufficient control of essay-writing conventions throughout the text, and manages to communicate some complex ideas effectively to the target reader, fulfilling all communicative purposes.

Organisation: The essay is quite well-organised; however, the introduction could have set out the writer's opinions more clearly and signposting could have been used more effectively, for example, to more clearly introduce the conclusion. The writer uses complex structures throughout the essay, which helps organise their ideas.

Language: The author uses a range of vocabulary, including less common lexis (overwhelmingly positive, emotional enrichment, foot the bill) effectively and precisely.

Errors in language are minor, with small slips such as *engage* without 'in', *increasingly* in the wrong part of the sentence, and *Beside* not causing the reader any particular issues in understanding. The writer also demonstrates that they can control complex grammatical structures with ease.

Mark: Good pass

UNIT 10 REVIEW

Writing Part 2 Review

Sample answer

A book which I have found to be inspirational on a variety of levels is the novel 'In the Midst of Winter', by Chilean author Isabel Allende. Part murder mystery and part an exploration of love and friendship, the way the characters developed and faced their past demons was at once moving and inspirational.

The novel is set in New York in the midst of a winter snowstorm which is unusually fierce and starts with a chance meeting of the three central characters due to a car accident. The main protagonists are an American academic called Richard, his lodger and colleague, Lucia who is from Chile, and an illegal Guatemalan immigrant named Evelyn working as a carer for a wealthy family.

The murder mystery aspect arises from the fact that when Evelyn bumps into Richard's car she, unknown to her at the time, has a dead body in the boot of the car. This event sets the characters on a journey to uncover the mystery. However, this novel is far more concerned with supporting issues of identity through the lens of tragedy, and this is what I found so inspiring. As this journey unfolds, the three unlikely companions slowly reveal their pasts and their respective tragedies.

Each character confronts their past with dignity and a humanity, and this is down to Allende's skills as a storyteller. The tenderness with which Allende peels back the layers of the characters to show how they gradually recover from their respective tragedies invites the reader to imagine such horrors happening in their own lives and the courage required to overcome and carry on with life.

In my view, this could be inspiring for anyone who has suffered any of the same tragedies as they are dealt with so compassionately. In addition, the book could inspire people living in other countries to understand more about integration or encourage those keen to move to do so.

320 words

Examiner's comments

Content: All content is relevant to the task and the target reader is fully informed about the main plot of the novel as well as the reasons why the writer finds it inspirational.

Communicative achievement: The writer clearly has a good understanding of the conventions of a review and uses them effectively enough to hold the reader's attention when outlining the main plot, giving their own opinion, and finishing with a recommendation. There are minor issues with paragraph organisation, but overall

this does not impede communication. The issue of 'integration' is only mentioned in the last line of the review, and it is unclear how this relates to anything the writer has said so far.

Organisation: The review is generally well-organised and coherent; however, it lacks in terms of organisational patterns as it seems that ideas could have been more clearly developed with two middle paragraphs instead – one to outline the plot, the other to talk about the underlying issues which the writer finds so inspirational.

Language: The text displays some appropriate use of more complex vocabulary such as *at once moving and inspirational* and *peels back the layers*, and a range of simple grammatical forms with control and flexibility. While occasional errors are present (*part an exploration, a humanity*), and opportunities for paraphrasing or avoiding repetition of words such as *tragedies, inspiring/inspirational* are missed, they do not impede understanding.

Mark: Pass

UNIT 11 REVIEW

Writing Part 2 Essay

Sample answer

The theme of these texts is how to best approach regeneration, and they clearly highlight how public opinion on this can be bitterly divided. The first text states that a large number of people would prefer to see regeneration achieved through modernising buildings to bring them up to 21st century standards. The second shows that there are those who firmly believe that buildings should be faithfully restored to their original glory, often in an attempt to recapture a forgotten era. In my opinion both of these stances should be combined in order to have the best of both worlds.

As mentioned in the first article, buildings should be required to comply with modern standards and meet citizen's expectations in terms of insulation, energy efficient and comfort. However, this is not to say that these standards cannot be implemented in older buildings. Contrary to popular belief it is not always more cost effective to rebuild from scratch. Some older buildings can be restructured to incorporate the features of modern buildings with relative ease.

It is also important to consider the aesthetics of buildings when planning to regenerate an area. Restoring buildings which represent a particular architectural style is often desirable, especially if the planners intend to attract new residents. Modern buildings do not always speak to people in quite the same way as old ones which are often viewed with affection by local residents and can act as a real draw for people moving into the area.

It is highly unlikely that any regeneration plans will mark all the boxes for everyone, but an attempt ought to be made to balance the contrasting views as much as possible.

277 words

Examiner's comments

Content: All content is relevant to the task with the points of both texts efficiently paraphrased and the writer's own ideas integrated. The target reader is fully informed.

Communicative achievement: The writer shows a complete command of essay-writing conventions, consistently uses a formal style, as is appropriate for an essay, and communicates their ideas effectively. The argument is clearly-presented and the target reader can follow with ease.

Organisation: The writer uses paragraphing successfully to organise their ideas with clear signposting as their argument progresses, including *As mentioned in the first article, It is also important to consider* and *It is highly unlikely*. The introductory paragraph sets out the writer's opinion on the topic clearly, with the concluding paragraph reflecting the writer's stance effectively.

Language: Errors are minimal and can be seen as minor slips, e.g. *to best approach, energy efficient* and *mark all the boxes*, as they do not interfere with understanding of the text. The writer uses a range of grammatical structures accurately and includes a wide range of vocabulary fluently, including less common lexis, such as *bitterly divided, recapture a forgotten era, rebuild from scratch*, etc.

Mark: Very good pass

UNIT 12 REVIEW

Writing Part 2 Report

Sample answer

Sports Initiatives – Cambwell Council

This report, written for Cambwell Council, outlines sporting initiatives in neighbouring Brinton Council, pinpointing initiatives transferrable to Cambwell, as well as recommending ways in which we could encourage residents to take part in these new initiatives.

Brinton Council – Initiative Overview

Brinton Council has initiatives that cater for a variety of demographics ranging from funding of sports clubs for children to the running of free Tai Chi groups for the elderly, with a specific focus on minority or vulnerable groups. Disabled residents have specific times to use sports facilities for free with specially trained assistance on hand to help them exercise and practise new sports. In addition to free Tai Chi sessions in the park, the elderly have discounts to local leisure facilities in off-peak times. In addition to these targeted activities, anyone can apply for funding to set up their own sports clubs or activities.

Transferrable Initiatives

A variety of these initiatives would be transferrable to Cambwell Council. At present, our council already gives funding grants to youth organisations and sports clubs, but the council could benefit from more targeted initiatives, for example subsidised rates for the elderly or

disabled, which could be implemented easily and bring great benefits to those who need it most. Some council-run activities in the local parks would also benefit the area as the parks are underutilised as is, and this could have the additional benefit of reducing anti-social behaviour in these areas.

Participation Recommendations

In terms of cultivating interest in any new initiatives, the priority is to publicise them, as many residents aren't aware of what additional services they can access. Ensure that information is freely available, and not just in areas where people already do sports as this may serve to only attract existing users rather than bring in new participants. An outreach scheme may be of benefit here, going into elderly homes, or associations and informing them of new offerings.

322 words

Examiner's comments

Content: The writer has successfully addressed all points required in the task instructions and all content is relevant. The target reader is fully informed.

Communicative achievement: The writer shows a sound understanding of the conventions of a report, communicating ideas in an effective way by organising the text in clear sections. The style is consistently semi-formal throughout the text, holding the target reader's attention with ease and fulfilling all communicative purposes.

Organisation: The text is well-organised and coherent. Headings are in place for each section which cover relevant information and points of view. Cohesive devices are used to signpost the reader, although in places these could have been used with more variety to avoid repetition, e.g. *In addition* is used twice within two sentences.

Language: The report is generally free from errors, although inaccuracies may occur as slips. The writer uses a range of grammatical forms with accuracy, as well as a range of vocabulary effectively, although there is repetition of lexical items, e.g. *initiatives* and *benefit*.

Mark: Good pass