

Cambridge English

**ADVANCED**

CERTIFICATE IN ADVANCED ENGLISH

Writing



# CAE WRITING

ESSAY 220-260 WORDS

## INPUT: 3 WAYS / METHODS / IDEAS

- Choose one idea to be LEADING
- discuss shortly the second idea (SUPPORTING)
- the third idea is not to be discussed

## OPINIONS OF PEOPLE

- connected to the ideas
- may/may not be included
- if included must be paraphrased

## HOW TO GO ABOUT IT

- choose the point (idea) you can support with arguments (not necessarily the one you agree most with)
- remember REASONS! WHY?
- read suggestions / opinions
- support each idea with at least two points
- organize points in paragraphs
- be CONVINCING
- STRUCTURE: INTRODUCTION  
POINTS  
POINTS  
CONCLUSION

homework: S. Book pages 49, 95, 119, 163  
A. Book 41, 43, 82, 83, 107

AN ESSAY is usually written for a teacher. It should be well organised, with an introduction, clear development and an appropriate conclusion. The compulsory PART 1 ESSAY question will offer three points to choose from. Decide which two you want to discuss. Organize your ideas into logical paragraphs using a range of vocabulary and structures. Make sure you support your opinions with reasons.

CAE - ESSAY  
COURSEBOOK PAGE 119 (220-260 WORDS)

WAYS THAT SUSTAINABLE TOURISM MIGHT  
BE ACHIEVED

- PROVIDING EMPLOYMENT
- PROTECTING LOCAL CULTURE
- PRESERVING THE ENVIRONMENT

22  
Recent developments in tourism and the human curiosity and hunger to discover new holiday spots have caused a lot of concern lately.

117  
Although tourism is sometimes the only source of income and the real motor of the local economy it does not always have a positive impact. Very often the first victim is the environment. Damage to the local population caused by air and water pollution, vastly reduced wildlife as well as constant heaps of litter and crowds of people are the main causes of frustration. However, a genuine commitment of the whole community including all stakeholders, residents and researchers as well as appropriate legislation can protect the environment and enable tourists to pursue new experiences. If local people and tourists join forces with developers, conservation groups and environmental activists travel trade industry may become both enjoyable and sustainable.

Moreover, creating new job opportunities, replacing traditional ways of life by more appealing entertainment may benefit both the local people and those who are after new excitement. Training

27 local travel guides, opening traditional restaurants with local specialties, displays of local arts and crafts in newly established museums, organising festivals and concerts may provide local people with serious earnings. Local governments and policy makers should make decisions where and when new resorts are to be built, who can be employed there and what their working conditions should be.

I firmly believe that sustainable tourism is possible. The only question is whether we are all ready to do our best and make it enjoyable for all.

253 WORDS

## METHODS GOVERNMENTS SHOULD USE TO PREPARE YOUNG PEOPLE FOR WORKING LIFE

- APPRENTICE SCHEMES
- WORK-RELATED SUBJECTS AT SCHOOL
- VISITS FROM EMPLOYERS

### 6 Preparing young people for working life

39 Our world is changing beyond recognition and we need to ensure that our graduate workforce keeps up. They should be encouraged to follow their passion, but they also need to see their future in a practical and realistic way.

102 Therefore schools should help their students to be prepared for the world of work by concentrating on the work-related subjects. If a student studies economics there should be some strong practical elements and not only theory. Students could learn to work in a team and set up their own business. In addition they could be taught about computer programmes to gain skills and knowledge of money management. There should also be specialised classes to help them search for a job. They could fill in application forms, look at ways of writing a CV and to do some role-plays of job interviews.

On the other hand, students may have a problem with a type of job to apply for. It would be a good idea to invite employers to schools

63 to give talks about their work in their companies. The students should be encouraged to ask questions. It would be even better for them to visit different companies and spend some time getting work experience.

45 In conclusion, students have to be aware that their career is like a long journey and they can profit from each stage and learn from their experience. If schools provide them with some basic tools then the journey will be an exciting and enjoyable one.

255 words



## CAE - ESSAY

Activity Book: page 43

(220-260 words)

### METHODS THE GOVERNMENT COULD USE TO IMPROVE DRIVING SAFETY IN YOUNG PEOPLE

- LEGISLATION
- TRAINING
- SOCIAL MEDIA CAMPAIGNS

Number of car accidents involving young drivers has been on the increase recently. This can have a devastating impact on the community and the government should find a solution to this problem before it causes more harm.

It is my firm belief that the most effective way of dealing with this issue is by providing more constructive and beneficial training programmes. Apart from acquiring theoretical knowledge about legislative measures and driving techniques, youngsters should be trained in more practical skills. More hours spent in the streets under the guidance of a qualified driving instructor could result in increased confidence. Facing real problems and finding quick and effective solutions in real-life situations could certainly benefit us all. Therefore, providing special routes for the first time drivers, eye-catching signalisation, stricter police controls of the drivers disrespecting the learners would improve the quality of overall traffic.

I also have no doubts that more corrective rather than punitive measures should be introduced

Strict penalties may discourage young drivers to improve their competence and even cause rebellious reaction to punishment. The guidance and help of traffic wardens, further instructions and additional hours of training may do wonders. When they are shown respect young people generally respond favourably. However, extreme and intentional disregard of traffic rules and regulations should be severely penalised.

To conclude, more effective training programmes, longer hours spent in the streets with driving instructors and more constructive treatment by traffic wardens and authorities may have long term benefits not just for individuals but for a society as a whole.

#### REQUIREMENTS:

CONTENT - development of the leading/supporting idea

- personal input

PARAGRAPHING: introduction  
leading idea  
supporting idea  
conclusion

PERSONAL OPINION: I have no doubts

It is my firm belief

PASSIVE STRUCTURES ... should be, would be ...

LINKERS: Apart from, therefore, however

## Part 1: Essay

Your class has recently watched a television documentary on ways for governments to reduce traffic congestion. You have made the notes below:

### Ways for governments to reduce traffic congestion

- public transport
- road building
- legislation

Some opinions expressed in the documentary:

'Maybe people would use buses if there were more of them.'

'We need fewer cars on the road, not more.'

'There should be limits on where and when you can drive.'

Write an essay for your tutor discussing two of the ways in your notes. You should explain which way you think is more important for governments to consider, giving reasons in support of your answer.

You may, if you wish, make use of the opinions expressed in the discussion, but you should use your own words as far as possible.

### Model answer

#### Tackling traffic congestion: what should be done?

At the beginning of the 20th century, a car was a luxury that many could not afford, but since then, the number of vehicles on the streets of industrialized countries has soared. The simple fact is that most urban areas were never designed to cope with such high levels of traffic. It seems ironic that as car ownership has increased, the quality of life for people living in cities has, in some ways, diminished. Traffic congestion creates stress, pollution and many types of health problem. It is an issue that governments *must* address.

One approach that policy-makers could take is to introduce more legislation regulating the use of private vehicles. In certain countries, for example, drivers are required to pay a toll once they cross the boundary of the city centre. In some cases, car drivers are also restricted to using one lane only, leaving the other lanes for buses or taxis. Unfortunately, there is evidence that neither of these measures has reduced traffic to any significant extent.

An alternative approach would be to make public transport more attractive to potential passengers. According to a recent online poll, it is inconvenience rather than cost which deters people from using buses. Local authorities would therefore need to provide a much wider range of bus routes, and run far more frequent services.

In conclusion, an improved public transport system would certainly require considerable financial investment, but in the long term, it might be a cheaper option than borrowing money to fund new road-building projects. This is the strategy that I would recommend governments adopt.

opening statement to engage the readers interest

clearly separate paragraphs help with organization

clear indication of which approach or method the writer considers more important

reasons for the proposition

a range of cohesive devices

formal register with impersonal language

rather than first person pronouns

# CAE-ESSAY

## COURSEBOOK page 50

Your class has attended a panel discussion on what methods schools should use to improve literacy standards. You have made the notes below:

### Methods schools should use to improve literacy standards

- testing
- technology
- volunteer schemes

### Some opinions expressed in the discussion:

'We want children to read and write for the pleasure of it, not because they have to.'

'The Internet allows children to access a great range of books.'

'Some companies already encourage employees to help out in schools with reading and writing programmes.'

Write an essay for your tutor discussing **two** of the methods in your notes. You should **explain which method you think is more important** for schools to consider, **giving reasons** in support of your answer.

You may, if you wish, make use of the opinions expressed in the discussion, but you should use your own words as far as possible.

Write your answer in **220–260** words in an appropriate style.

### Sample answer

I believe that technology plays a more important role than testing when wishing to improve standards of literacy in schools. Using technology can give the child a more positive learning experience, whilst testing just points up the mistakes the child is making.

Using technology children can have fun learning to read and write and as long the programmes they are using are well designed children will progress without realizing they are learning. The teacher can monitor the child's progress and deal about any problems at a later date without interrupting the flow of concentration.

Using the Internet to access books is quick and easy so if a child wishes to read a certain book they can download it rather than search the library or bookshop by what time they may have lost interest. Today's generation of children find reading from a tablet more 'cool' and teenagers who are poor readers can read at their own level without worrying about being made fun of.

I feel that testing has a very limited place in improving literacy standards. In a test situation many children experience anxiousness and will not give their best performance. Although testing can show some of the child's problems these can also be seen by the teacher in individual or group reading or writing sessions.

In conclusion, schools have to decide whether test results which may improve the school's image or using technology in an imaginative way to develop a lifelong love of literacy in their pupils is more important.

251 words

### Examiner's comments

**Content:** All points covered. Good realization of task.

**Communicative achievement:** Register is consistently appropriate. The overall effect on the target reader would be very positive.

**Organization:** Paragraphing has been used effectively.

**Language:** Controlled and natural use of language. Minor errors include incorrect use of particles – *points up, deal about*, incorrect word form – *anxiousness*, omission of 'as' – *as long* and misuse of relative pronouns – *by what time*. However, these do not distract the reader.

**Mark\*:** Very good pass

Your class has attended a seminar on what methods the government could use to reduce antisocial behaviour amongst teenagers. You have made the notes below:

Methods the government could use to reduce antisocial behaviour amongst teenagers

- punishment
- education
- activities

Some opinions expressed in the seminar:

'We should be looking at causes before sending people to prison.'

'Teens are more likely to listen to someone they admire.'

'Young people sometimes don't have anything to do in their area.'

Write an essay discussing two of the methods in your notes. You should explain which method you think is more important for governments to consider, giving reasons in support of your answer.

You may, if you wish, make use of the opinions expressed in the seminar, but you should use your own words as far as possible.

Appropriate methods for reducing antisocial behaviour

Antisocial behaviour is becoming an increasingly common occurrence affecting many urban and suburban areas. Vandalism, graffiti and general noise disturbance can have a terrible impact on communities. The government needs to deal with this widespread problem before the situation gets even worse.

There are many people in society who support proposals for tougher sentencing. They believe that time spent behind bars or at a youth detention centre will discourage people from continuing on the 'wrong path'. However, it is simply not the case that jail time acts as a deterrent. Indeed, it is more likely to expose teenagers to more experienced criminals. Furthermore, evidence suggests that by imprisoning young people, the justice system may increase their dislike of authority. This, in turn, could result in further antisocial activity.

There is no doubt in my mind that a high incidence of anti-social behaviour is linked to boredom. A recent UK survey found that two-thirds of young people cited having 'nothing to do' as a principal reason for offending. It is therefore my firm belief that the government could tackle this issue by investing in amenities such as sports centres and skate parks where teens could spend their time more productively. Many young people are also interested in developing technical skills in areas such as music and computer programming so free or subsidized classes in these subjects would certainly be worth considering.

To conclude, any solution will involve serious financial investment. However, imprisonment is only a short-term answer whereas providing young people with a range of activities that develop their skills could have long-term benefits, not just for individuals, but for society as a whole.

Your class has recently watched a TV documentary on what methods governments should use to encourage young people to pursue further education. You have made the notes below:

Methods governments should use to encourage young people to pursue further education

- e-learning
- work placements
- cheaper fees

Some opinions expressed in the TV documentary:

'Nowadays, people should be able to study from home.'

'There should be some guarantee of a job at the end of the course.'

'Maybe young people would go to college if they could afford it.'

Write an essay for your tutor discussing **two** of the methods in your notes. You should **explain which method you think is more important** for governments to consider, **giving reasons** in support of your answer.

You may, if you wish, make use of the opinions expressed in the TV documentary, but you should use your own words as far as possible.

### Encouraging school-leavers to take college courses

Over the last ten years there has been a rise in the number of teens finishing their studies at age 16 or 17. Statistics indicate that they are opting to leave school as early as possible, either because they are unable or unwilling to take their education further. It is clear that this could have a long-term impact on the skills, knowledge and qualifications of the general workforce. It is therefore essential that governments find ways to reverse this trend.

We need to begin by asking why young people do not see college as a good option. A major factor is certainly the cost. For many low-income families, course fees, materials and equipment are simply unaffordable. Reducing fees would therefore enable many more students to attend college. However, for the government to do this, it would need to use a very large part of its total budget for education, year after year.

It might be a more practical solution to offer young people more flexibility in *when* and *how* they study. If governments supported colleges in developing online courses and blended learning programmes, more young people could study at a time and place that was convenient to them. Students with daytime jobs, for instance, could choose to do their coursework and view workshops or online webinars in the evening or weekends.

Setting up these kinds of programme would be expensive at first, but once the courses were established, it would be a cost-effective approach. Now we have the technology, we should use it to maximize educational opportunities for the young generation.

## Essay

- 1 Read the following Writing Part 1 task and the model answer below. Does the model answer respond to **all** parts of the question?

Your class has attended a seminar on what methods governments could use to help young people find suitable accommodation. You have made the notes below:

**Methods governments could use to help young people find suitable accommodation.**

- building programme
- market regulation
- financial assistance

Some opinions expressed in the seminar:  
'We need more low-cost housing.'  
'Laws should be introduced to minimize rents.'  
'Young people living with their parents should receive help from the government.'

Write an essay discussing **two** of the methods in your notes. You should **explain which method you think is more important** for governments to consider, **giving reasons** in support of your answer.

You may, if you wish, make use of the opinions expressed in the seminar, but you should use your own words as far as possible.

### Model answer

In recent years many young people have found it increasingly difficult to find accommodation that meets their needs. The options available are either prohibitively expensive, very poor quality, far from their place of work or study, or some combination of these factors. Placing additional pressure on young people as they try to continue their education or enter the workforce is an unfortunate consequence of this situation.

One possible solution is to encourage young people to live at home with their parents for longer. Creating a financial incentive, such as a government grant, might motivate more young people to choose this option. However, while initially an attractive proposition, the reality is that many young people are already compelled to stay at home for want of any alternative and as a result their opportunities to work or study in a different city are severely restricted.

Perhaps a more appropriate strategy would be to construct a range of affordable housing near the city centre. This might take the form of simple but comfortable apartment complexes built on vacant lots, which are available in many cities. In this way the authorities could both create employment and bring fresh life to what are sometimes run-down areas. The finished apartments would subsequently provide modestly priced accommodation for young people, located close to colleges and workplaces.

An initiative of this type would generate opportunities and benefits for the wider society, while failing to act would only see the effects of the current housing shortage made worse. For these reasons the government should be encouraged to take decisive action.

# HOMWORK

Your class has attended a panel discussion on ways young people can be encouraged to keep fit. You have made the notes below:

## Ways young people can be encouraged to keep fit

- school programmes
- sports clubs
- technology

Some opinions expressed in the panel discussion:

'Schools should be responsible for kids' fitness.'

'Maybe kids would do sport if they could choose one they liked.'

'Young people would be more motivated if a computer was involved somehow!'

Write an essay for your tutor discussing **two** of the ways in your notes. You should **explain which way you think is more important** for schools to consider, **giving reasons** in support of your answer.

You may, if you wish, make use of the opinions expressed in the discussion, but you should use your own words as far as possible.



Your class has attended a panel discussion on what are the greatest advantages of digital and computer technology for people in their everyday lives. You have made the notes below.

Advantages of digital and computer technology in everyday life

- communication
- access to information
- shopping and services

Some opinions expressed in the discussion:

'Being able to contact anyone at any time in any place is obviously the greatest advantage.'

'The fact that people can instantly look up something and find out about it, or learn something new, is the greatest advantage.'

'You don't need to go out or spend a long time buying or paying for things and that's the greatest advantage.'

260w

Write an essay for your tutor discussing two of the advantages in your notes. You should explain which advantage you think is the greatest for people in their everyday lives and provide reasons to support your opinion.

The discussion considered the question of what is the biggest advantage of digital technology to people in their everyday lives. Of course, it was agreed that there are many obvious advantages, and this discussion did not include any disadvantages.

The specific focus of the discussion was with regard to people's everyday lives rather than more general advantages, and for this reason I feel that shopping and services is the top one. Everyday tasks that used to be very time-consuming can now be done very quickly thanks to computer technology. The key points here are convenience and time saved. Whereas before people had home computers they had to go out to do any shopping or to use services such as banks, now they can do all of that at home using very little time indeed. Bills can be paid easily without having to go to an office or bank to pay them, and just about any goods from any part of the world can easily and quickly be bought via the internet. In addition, people have enormous amounts of choice, whereas in the past they could only buy things from the shops near to them or use local services. In terms of people's everyday lives, these are huge advantages.

Instant communication via all sorts of devices is of course another major advantage of the digital age. People can contact anyone, at any time. However, I feel that this is not quite as great an advantage as being able to carry out a whole range of everyday tasks quickly and easily.

You have watched a documentary about what causes young people to start committing crimes. You have made the notes below.

#### Reasons why young people commit crimes

- lack of control by parents
- absence of opportunities in life
- influence of friends

Some opinions expressed in the documentary:

'Without firm discipline from parents, some children are likely to get into trouble.'

'It's not surprising that young people who feel they have no chance of a good life turn to crime.'

'The bad influence of people they mix with can cause some young people to take up crime.'

**Write an essay for your tutor discussing two of the reasons in your notes. You should explain which cause you think is the most important for young people committing crimes and provide reasons to support your opinion.**

The documentary investigated what makes young people commit crimes. It seems to me that the most important reason is lack of appropriate control by parents.

To put the blame for youth crime on parents may seem rather unfair, but a lot of the interviews and information in the documentary backed up this belief. There is more than one reason why many parents fail to control their children. Some parents believe that it is wrong to discipline children in any way, and think that children should be free to do whatever they want. Some parents are simply too lazy and selfish to control their children, preferring to let them behave badly so that they can continue doing what they want. Another reason is that some parents did not grow up being disciplined by their parents so they do not do that with their own children.

Factors such as economic position and influence from peers can of course play a major role in causing young people to turn to crime. However, it is my view that how children are brought up is more important than either of those. They need firm rules to be given to them by parents who they respect, and if they are not given firm guidance by parents, some of them are bound to behave badly. Some of this bad behaviour will be criminal. If you do something wrong and you get away with it, you will do it again or do worse things

Your class has attended a panel discussion on the subject of TV shows that feature members of the public, such as reality TV shows and talent competitions. You have made the notes below.

### Aspects of reality and talent TV shows

- entertainment for viewers
- influence on young people
- effect on participants

Some opinions expressed in the discussion:

'These programmes are just harmless entertainment and there is nothing wrong with them.'

'The influence these programmes can have on young people can be very bad indeed.'

'People who take part in these programmes can be damaged by the experience.'

Write an essay for your tutor discussing two of the aspects in your notes. You should explain which aspect you think is the most important regarding these TV shows and provide reasons to support your opinion.

31 { The discussion focused on various issues connected with TV shows that feature members of the public. They have been a worldwide phenomenon for some time and views on them vary greatly.

96 { One of the main aspects of these shows is the entertainment they provide for viewers. Obviously, they would not be watched by so many people if audiences didn't find it entertaining. During the discussion it was said that the shows are enjoyable to watch and do no harm. People enjoy watching ordinary members of the public living their lives, doing their jobs or taking part in talent competitions because they can relate to those people. Although I don't personally find them inspiring and therefore seldom watch them, I agree that many people believe they are worth watching.

48 { However, there is a more serious aspect to it. These shows can have a long-lasting influence on young people. They, too, want to appear on TV, to be famous just like those they see. Rather than thinking realistically about their futures, getting jobs and having careers, they get the impression that anyone can become a celebrity. Instead of focusing on building a life in a practical way, they dream of being rich and popular without having to work. I think this is the most prominent consequence of these shows and it is a harmful one.

You have listened to a radio discussion programme about what can be done to increase participation in sports by people of all ages. You have made the notes below.

#### Ways of increasing participation in sports

- facilities
- famous sportspeople
- advertising

Some opinions expressed in the discussion:

'What people need to get started in sports is enough free or cheap facilities.'

'Campaigns involving famous sportspeople are very effective because they are role models for young people.'

'If people know what is available to them, more of them might take up sports.'

Write an essay for your tutor discussing two of the ways in your notes. You should explain which way you think is likely to be the most effective for increasing participation in sports and provide reasons to support your opinion.

The radio programme focused on the issue of how more people of all ages could be encouraged to take part in sports. In my opinion, the most effective way of increasing participation is through advertising.

Of course, having enough facilities for people of all ages to do a wide variety of sport is essential, but that is not enough on its own. In many places, wonderful sports facilities have been built which are hardly used. So, it is not just a question of providing the right kind of facilities, and making sure that they are free or not too expensive, it is also a question of getting people to go and use those facilities. There is no point providing sports facilities if people don't use them. This is why advertising is so important.

There are all kinds of ways of making people aware of what sports facilities are available to them and encouraging them to use those facilities. People do not necessarily look for something, they need to be told about it. With the right sort of advertising, people might be inspired to take up a sport that they had previously never considered doing. For such people, advertising could focus on the enjoyment of doing those sports as well as the obvious health benefits. In other cases, advertising could focus on people who are thinking of taking up a sport but don't know how to get started. There are all kinds of ways of getting the information to people, and when they have it, participation is sure to increase.

You **must** answer this question. Write your answer in **220–260** words in an appropriate style on the separate answer sheet:

- 1 Your class has just watched a TV documentary on factors influencing social trends. You have made the notes below:

<p><b>Factors influencing social trends:</b></p> <ul style="list-style-type: none"> <li>• communications</li> <li>• opportunities</li> <li>• advertising</li> </ul>	<p>Some opinions expressed in the discussion:</p> <p>“The smartphone has transformed social interaction.”</p> <p>“Education and travel can affect people’s tastes.”</p> <p>“No one can escape the social pressures of advertising.”</p>
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Write an essay for your tutor discussing **two** of the factors in your notes. You should **explain which factor you think has greater influence on social trends, giving reasons** to support your opinion.

You may, if you wish, make use of the opinions expressed in the discussion, but you should use your own words as far as possible.

According to many, recent years have been marked by changes in social trends. In fact, aspects such as people’s tastes, interactions and social pressures have been utterly transformed. Here, we shall see what factors are influencing social trends as well as the reasons why.

Firstly, we might think of the effects of communications on social trends. The recent technological revolution, with the creation of the Internet, implied a revolution in international social interactions. Nowadays, people can communicate on a broader scale since it is possible to communicate easily with people from all around the world. Not only is it fast, but it is also more practical since the smartphone’s upswing at the start of the century. This upswing provoked an upheaval in the way people interact with each other, as now many prefer sending text messages to interacting directly. Therefore, communications have both a positive and a more negative side in influencing social trends.

Then, advertising also transformed social trends since it influences people’s behaviour in front of products. Because of advertising, people are often drawn towards liking and wanting the same products. Mass consumerising of the same product increases, and therefore, personality is affected. In fact products are no longer made in order to meet the need but to create this need, conveyed by adverts and hence influencing social trends.

To conclude, in my opinion the factor which has a greater influence on social trends is the transformation of communications since its changes the way people interact with each other. This change, if we allow it to be, can be positive and influence social trends for the better.

Scales	Mark	Commentary
Content	5	Two factors that might influence social trends – communications and advertising – are discussed and the former is chosen as having greater influence; with supporting reasons. All content is relevant to the task. The target reader is fully informed.
Communicative Achievement	4	Essay conventions are used with sufficient flexibility to communicate straightforward and complex ideas in an effective way. The opening paragraph introduces the topic and leads the reader into the discussion section ( <i>Here, we shall see what factors are ... as well as the reasons why</i> ). Points and opinions are presented in a logical way with each paragraph having a different focus, and a conclusion reached. The register is appropriate and consistent.
Organisation	4	A range of cohesive devices and organisational patterns is used effectively to link ideas within sentences and paragraphs, creating a coherent text ( <i>According to many; In fact; as well as; since; Not only is it fast, but it is also; Because of; in order to; hence; To conclude</i> ).
Language	4	There is a range of vocabulary, including less common lexis, which is generally used precisely and to good effect ( <i>marked by changes in social trends; upheaval; conveyed by adverts; for the better</i> ). A range of grammatical forms is used with control and flexibility ( <i>In fact products are no longer made ... social trends</i> ). Where there are errors some are slips and none of them impedes communication.



## Letter

- Informal
- Formal → Giving/requesting information
  - Complaint
  - Application

### Model Layout

Opening salutation ✓

1<sup>st</sup> paragraph – reason for writing ✓

2<sup>nd</sup>/3<sup>rd</sup> paragraph – points to cover  
original input

4<sup>th</sup> paragraph – closing : requesting action/responding to it

### Check list :

Clear purpose ✓

Positive effect ✓

Content – nothing relevant left out

NO lifting

Paragraphing/linkers

Good range of structure and vocabulary

Avoid repetition

Check for errors and spelling

### Useful Language

#### Reason for writing

I am writing with regard/reference to ....

I am writing to express my : concern about  
disappointment with  
disapproval of

I would like to point out .... / thank you for ...

I'm writing to complain about ...

I would be grateful if you could ....

#### Introducing points

Firstly/To begin with

Moreover/Furthermore

According to

However

( I feel) I must also (dis) agree with ...

A should also like to point out

Finally

#### Ending /Request for action

I would appreciate if ...

I look forward to receiving

I trust you will

I very much hope you will

I hope you will give this matter your immediate attention

I hope I'm not putting you to too much trouble

## REGISTER

These are two versions of the same letter each one written in a different register

### INFORMAL

Dear Jilly,

Thanks a lot for your letter - and congratulations on passing your exams! You did really well to get such a high grade.

You said you'd be interested in trying to get a job here with us in the family business. Believe me, we'd love to have you on. But because of the way the economy's been recently, I am sorry to say we just can't offer you any work at the moment.

We'll certainly keep you in mind for when things get better - we'll be in touch as soon as they do. Until then, good luck with the job search.

All the best

Bob

### FORMAL

Dear Ms Holden,

I am writing with reference to your letter of April 18th. I would like to congratulate you on your recent success in your examinations and particularly on obtaining such a high grade.

In your letter you showed an interest in applying for a post here at Graves, Snipe and Wesley. I assure you we would be delighted to offer you a position. However, due to the current economic climate, we are unfortunately unable to make any new appointments at the present time.

We shall of course keep your letter on our files in anticipation of any improvement in the situation. When this occurs, we shall inform you immediately.

In the meantime, I would like to wish you well in your attempts to find work.

Yours sincerely

Robert Snipe



## Informal letter

You recently took part in an activity which you enjoyed very much. A friend of yours has written to you expressing an interest in the activity and asking how it went. Write a **letter** telling your friend about the positive and negative aspects of your experience, encouraging him/her to take part in a similar event.

### Model answer

Dear Gerard

Thanks for the letter. What a coincidence that we've both taken up bird-watching! It was fascinating to read about how you got into it.

After my five days in Spain watching migrating birds I've become completely hooked – so much so, in fact, that I've already signed up for next year's trip. It'd be great if you came along, too, as I know you'd get just as much out of it as I did.

Apart from one or two leaders who were a bit unhelpful, everyone there was so friendly, and really keen to share their knowledge. There must have been about 15 different nationalities in our campsite, with everyone giving out open invitations to go bird-watching with them in their own countries. And, of course, English was the main language of communication, so if you did decide to go next year, it'd be a wonderful opportunity for you to practise the language.

You'd also be able to show off your cooking skills, and pick up a few tips from others. I've never eaten such a huge variety of international dishes in such a short space of time! The food more than made up for the rotten weather we had on three of the days. As, of course, did the number of new birds I saw – far too many for me to mention here. The thing is, there would have been even more if I'd had a more powerful pair of binoculars.

Still, I know for next year now. And so do you! I've enclosed an application form and as you can see, it's in Turkey, which I know you've been dying to visit...

Write back soon and let me know what you decide!

All the best

Alex

reference to a previous letter

Use of phrasal verbs

appropriate ending

← 1.

← 2.

← 3

← 4

1. relevant opening paragraph, providing LEAD-IN to the rest of the letter
2. encouraging the friend to take part throughout the letter
3. negative aspects
4. offset of positive aspects

## USEFUL LANGUAGE FOR INFORMAL LETTERS:

### BEGINNING THE LETTER

Great/lovely to hear from you (after so long)

Thanks (a lot) for the letter

Sorry to hear about your...

Sorry I haven't written (been in touch) for so long

### PERSUADING

You'd get so much out of it.

It'd be a wonderful (marvelous) opportunity for you to...

Just think of (all the people you'd meet)

Just imagine how it would (improve your CV), not to mention (the money you could earn)

### ADVISING

Whatever you do, make sure you...

It's (not) worth / There is no (little) point + GERUND

I'd (wouldn't) ... if I were you.

You'd be much better off + GERUND

### ENDING THE LETTER

Write back soon and let me know how it goes.

Looking forward to hearing from you.

Can't wait to see you again.

(Give my) love/regards to ...

### SIGNING OFF

FRIENDS: All the best; Best wishes; Bye for now

CLOSE FRIEND OR RELATIVES: lots of love / love

## HOMEWORK:

You recently went on holiday to a place which you enjoyed very much. A friend of yours has written to you expressing an interest in the place and asking what it was like there. Write a letter in 220-260 words, telling your friend about the positive and negative aspects of the place, encouraging him/her to go there next year.

## Informal letter

A friend of yours has been given the task of organizing the food for a forthcoming event or activity and knows that you have some experience of a similar situation. The friend has written to you, expressing some anxiety about the task and asking for your help.

Write a **letter** giving advice on those aspects of the food arrangements which you consider to be most important and reassuring your friend of his/her ability to cope.

You should write **220–260** words.

Dear Graham

Great to hear from you! It's hard to believe that Luke's about to celebrate his fifth birthday. You're very brave to organize the party all by yourself! I'm not surprised you're a bit daunted by it all. Still, with Liz being away, I suppose you haven't got much choice.

I can certainly pass on some tips that I learnt from my own bitter experience in September. First of all, don't make the same mistake as I did and lay on a huge spread. Children are fussy eaters and tend not to have big appetites, so there's no point preparing vast quantities of elaborate food. They probably won't eat it. You'd be better off filling a few bowls with different flavoured crisps – they were the first things to disappear at Lara's party.

That's not to say you shouldn't put out other things for them to eat – some sweet, some savoury – but it's not worth going to a lot of trouble over it. And don't be surprised if they don't eat the birthday cake. Lara's friends hardly touched hers, so I wouldn't spend hours making one if I were you – buy one from a shop and you won't be disappointed.

And finally, whatever you do, make sure you don't let them have the food until after the games. Children running around on full stomachs is not to be recommended!

Anyway, I'm sure Luke and his friends will have a great time, even if it leaves you utterly exhausted. Let me know how it all goes, won't you?

All the best

Elisa

Choose an event or activity and list the advice you might give. Here are six possible situations; can you think of any more?

camping holiday hiking trip barbecue farewell party picnic family celebration

Select four or five pieces of advice which you consider to be the most important and write a paragraph plan.

Imagine yourself in the situation described in the task. This will help you write a more natural answer.

Remember to

- show interest in the forthcoming event or activity.
- make reference to your own experience.
- offer your friend some words of reassurance.

Plan your answer carefully before you write  
Include a wide range of language  
Write in a consistently informal register

You recently spent a week at an adventure sports centre. A friend is thinking of going to the same place and has sent you an email asking about your experiences there. Reply to your friend, giving information and advice. In your email, you should

- ☑ explain what you did at the place
- ☑ describe your feelings during your stay
- ☑ advise your friend about going there.

Dear Nick,

It was good to hear from you. I had a really good time at the centre and I reckon you would too.

The scariest thing I did was diving. I got pretty worked up while I was doing that and couldn't carry on with it. We each had a qualified teacher with us, so I knew I was safe, but I panicked anyway and I gave up. The canoeing was scary too, but again there was a teacher looking after me the whole time so I didn't feel I was in a lot of danger.

Apart from that, all the activities were great fun, even if some of them were quite hard. The assault course, which I did on the first day, was extremely demanding but I enjoyed it nevertheless. I was quite useless at rock climbing at first, but I got the hang of it after a while and was delighted to do it. You must give it a try. There was a great bunch of people at the centre and we had a lot of fun together. Setting up a camp was hilarious - we got into a terrible mess. I am sure I'll see some of them again.

I felt that I achieved a lot at the centre and that it was well worth going. I certainly think you should give it a try too.

Bye for now.

Peter

## Part 2: Formal letter/email

You are the social secretary at Lambert College, a language school for international students. The local newspaper has recently made several negative comments on relations between international students and local people which you consider to be unfair. You decide to send an email to the editor of the newspaper. Your email should

- explain why the comments were unfair.
- invite local people to an event at the school.

Write your **email**.

### Model answer

**To the Editor**

I am writing with regard to your article 'Poor International Relations', which appeared in last Saturday's edition of your newspaper. I should like to make it clear to readers that the comments made do not apply to *all* language schools in Easton.

**Firstly**, the impression your writer gave of poor relations between students and their host families is certainly not true of Lambert College, where I am social secretary. **In fact**, the reason why our students are rarely at home is that they are kept extremely busy during the day. In addition to the normal timetable of classes, the college offers students a full programme of social and cultural events throughout their stay. Seldom does a day go by without a trip to a sporting event, a theatre or a place of historical interest. The extremely positive feedback we receive from students on their host family experience is further evidence of excellent relations.

I must also disagree with the suggestion that schools do nothing to promote understanding between students and the community. Indeed, I would like to take this opportunity to invite all Eastoners to attend Lambert College's annual Open Day on Saturday August 25th from midday onwards. This event includes the chance to observe an English class in progress, an international buffet with dishes prepared by students and a number of team competitions.

I very much hope you will print this email in your newspaper and we look forward to seeing a high turnout at the Open Day.

Yours faithfully  
Przemyslaw Sokolowski

formal register

appropriate use of linking devices

reasons why the comments were unfair

desired outcome

reason for writing

the invitation to an event - with expansion and detail

## HOMEWORK :

Last weekend you stayed at a hostel with a group of teenage students from the college where you work as Events Organizer. The hostel manager has emailed you complaining about the students' behaviour, and saying that students from your college will no longer be able to stay there.

You decide to send an email back to the hostel manager. Your email should

- explain what happened during the weekend.
- say why the manager should change his decision.

Write your **email** in 220-260 words.

## Formal email

Your college is interested in setting up a student exchange programme with colleges abroad/in foreign countries. You have been asked by your college director to write an email that will be sent to a number of colleges in foreign countries to introduce the programme and assess potential interest.

Your email should:

- describe your college
- explain how the student exchange programme will work
- suggest how the programme would benefit both colleges.

Dear College Director,

I am writing on behalf of Heathbridge College, where I am a student leader. Heathbridge is a vibrant tertiary institution and a focal point for the local community. Over 3000 undergraduates are enrolled on a broad range of vocational and academic courses, **but** our particular emphasis is science and technology. We **also** offer exceptional facilities for arts, sporting and other recreational activities. Our latest initiative is the establishment of an international exchange programme, which your college might be interested in joining.

The preliminary proposal is for our students to transfer for a period of between one term and one year to a sister school overseas, **while** a contemporary from that college would move to Heathbridge. The two students would be studying related subjects and would have the option of taking up each other's accommodation, staying in a college hall or lodging with a host family. **However**, the latter two may incur additional expense.

Such a programme would be of enormous value to all concerned **because** we live in an increasingly globalized world. The experience of living in a foreign culture and gaining exposure to a different academic tradition would be a significant step in a student's personal development. **Furthermore**, the independence and sense of perspective gained by an exchange student might well prove to be an advantage in the process of job application and entering the workforce.

If you would like further details and to ascertain whether our two colleges are compatible, please do not hesitate to contact me.

Thank you for your attention.

Yours sincerely,

Jason Spencer

CAE - FORMAL LETTER  
COURSEBOOK PAGE (220-260 WORDS)

You are planning an event to raise public awareness about a project that is important to you. You decide to write a letter to the manager of a large organization to ask for money to help finance the event.

Your letter should explain

- what the project is.
- what the event will involve.
- how the money will be used.

Write your **letter** in 220-260 words.



Asking for sponsorship for CHILDREN'S SPORTS CLUB

INTRODUCTION - REASON FOR WRITING

FACTS: when it was set up, by whom, why

PROJECT: moving the facilities

- new field and changing rooms
- buying equipment

EVENT: • lottery (a pair of football boots)

• competitions (archery, long jump)

• baby picture quizz (famous sportsmen)

• second-hand sports equipment sale

• small entrance fee

MONEY (for) • T-shirts with the club logo

• some prizes

• items of sports equipment

ROUND-OFF

Dear \_\_\_\_\_

I am writing \_\_\_\_\_

The club was set up \_\_\_\_\_  
by \_\_\_\_\_ with the goal \_\_\_\_\_  
\_\_\_\_\_ We have seen the  
advantages \_\_\_\_\_

Until now we have been using the playing field at  
the local college. However, \_\_\_\_\_

The changing rooms \_\_\_\_\_

We are planning to organize \_\_\_\_\_

We would be extremely grateful if you could  
provide us with \_\_\_\_\_

We look forward to your reply.  
Yours faithfully

(220-260 words)



You are planning an event to raise public awareness about a project that is important to you. You decide to write a letter to the manager of a large organization to ask for money to help finance the event.

Your letter should explain

- what the project is.
- what the event will involve.
- how the money will be used.

Write your **letter** in **220–260** words.

Dear Ann Robertson

I am writing on behalf of Devonport Community Centre, where I am Social Secretary. As you may know, the community centre runs many evening classes for adults and provides a variety of sports programmes for teenagers. We also offer after-school care and activities for many local children whose parents are at work. Unfortunately, our kitchen facilities are in urgent need of an upgrade, and as a non-profit organization, we need assistance to raise the necessary funds.

We are planning to hold a fair in March to help finance our project. There will be demonstrations by our tae kwon do group, entertainment from our musicians, food stalls set up by parents and many activities for young children to enjoy. We hope that the event will not only help us to buy new equipment for the kitchen, but will also encourage local builders, plumbers and other craftsmen to volunteer some of their time.

In order to attract people to our fair, we would also like to set up a rock climbing wall and inflatable castle. We are therefore hoping that you might be able to help us by paying for the hire of this equipment. Naturally, we would be very happy to promote you as our key sponsor.

If sponsorship from Fresh World were possible, I would be happy to arrange a meeting at any time that was convenient to you.

Thank you for your attention.

Yours sincerely

Jason Norwood

Plan carefully what you will say for each part of the question. Organize your ideas into logical paragraphs.

*For this question you could devote one paragraph to each of the three bullet points, as in the model answer.*

Be persuasive, but not aggressive. Write your answer in an appropriate register.

*A formal register would help ensure that your request for money is taken seriously by the manager.*

Use a range of relevant vocabulary, grammatical structures and linking devices.

Begin and end your letter in a suitable way.

WHILE YOU WERE ON HOLIDAY IN ENGLAND, YOU VISITED THE MUSEUM AT HINTONBURY AND HAVE BEEN ASKED FOR YOUR OPINION ABOUT IT.

WRITE A LETTER TO THE MUSEUM DIRECTOR SAYING WHAT YOU ENJOYED ABOUT THE VISIT AND WHAT WAS DISAPPOINTING, THEN SUGGEST WAYS TO ATTRACT MORE VISITORS.

Dear Mr Greenleaf,

I am glad to have been asked for feedback and will gladly offer my comments and suggestions.

Firstly I would like to compliment your museum on choosing "History of Daily Life" as a special exhibition. I believe that the daily routines of the people from the past can rarely be seen, so I find it extremely informative and entertaining. I particularly enjoyed the objects of the local industry and crafts.

Furthermore, homemade cakes in your café were heavenly delicious. I guess that having a variety of local dishes would attract even more visitors.

On the other hand I believe that some improvements can be made in the museum shop. To start with, I think it should be open throughout the day because many tourists come during their lunchtime break. The choice of souvenirs is rather modest and I was a bit disappointed. Offering a wider range of locally produced objects can bring more money to your budget and put smiles on your visitors' faces. Another piece of advice would be to have informative booklets translated into some other languages so that your visitors can learn more about your charming town and your amazing traditional riches.

I hope my suggestions can be of help to you and that the improvements will increase the number of tourists as well as their pleasure.

Yours sincerely

You recently helped to organise an arts day in your area, promoting local musicians and artists through performances, workshops and exhibitions. You read the article below in a local paper:

### Local arts day – a disappointment

Last week's arts day didn't attract many people, had limited appeal to young people and was a waste of council money.

You disagree with the negative opinions expressed by the reporter, and decide to write a letter to the Editor, explaining why you disagree and saying what you feel was achieved on the day.

Dear Editor,

I am writing on behalf of the Medieval Society to express our dissatisfaction with your report on Brampton's annual Medieval Fair published on May 5<sup>th</sup>. I helped out on its committee and I strongly believe that our performance was not adequately presented.

Firstly, this year's lower attendance was not due to the lack of interest but the limited parking space and the difficulties of the spectators who arrived at the venue by their own cars. Some of them missed some shows altogether and were very upset. However, the people who managed to attend the event spoke of it very favourably.

Furthermore, the archery show was extremely entertaining and the children responded to it with interest. It did capture their attention and was far from being tedious. Our medieval dancing display was praised as very professional and enjoyable. Although the traditional cookery and crafts demonstrations were highly regarded we believe that they could have been even better attended had it not been for the lack of space provided for these activities.

To sum up, we consider the event's educational and entertaining qualities a resounding success and would be most grateful if you could print another article covering the event fairly and more accurately.

We are looking forward to reading the new account of our annual Fair.

Yours faithfully

219 words

Your company is going to make a video for publicity reasons, showing what the company does and the people who work there. Your manager has asked you to write a letter to all members of staff telling them about plans for this video. Your letter should explain:

- ☒ why the video is going to be made
- ☒ what the video will contain
- ☒ what staff members will be asked to do.

To all members of staff,  
I am writing to inform you of our plans to make a video to promote the company.

A film company will be coming to the premises for two days next month and they will be filming a variety of aspects of our operations, as well as interviewing various members of staff. The idea is to give an accurate picture of who we are and what we do. The final video will be prominent on the company website and it will be shown at presentations that we give in many places and at many events, as well as being sent to possible new clients. It will be an important part of our publicity material.

The video will show people in our various departments both doing their work and talking about what they do. Every aspect of our operations will be represented in the film in order to give the broadest possible picture of the company and to project the right image.

While the filming is taking place, many of you will be filmed doing your work but this will not require you to do anything different from what you usually do. So nobody should be worried that this will be a stressful experience.

What we do need, however, is for some people to volunteer to be interviewed. Please let me know as soon as possible if you would be happy to take part in a short interview with the filmmakers when they are here.

## Letter of application

You have seen this advertisement in an international magazine.

### WRITERS REQUIRED

We are looking for people to write for this magazine about environmental issues in their local area that would be of interest to readers in other countries. We would like to hear from anyone who has

- an interest in environmental concerns.
- an awareness of environmental issues affecting their local area.
- some experience of writing.

Send us a letter of application, explaining why you think you are suitable and describing two environmental issues currently affecting your local area.

Write your letter of application.

### Model answer

reason for writing

Dear Sir/Madam  
I am writing in response to your request for writers, which appears in this month's edition of 'Global Concerns'.

relevant experience

I am an active member of the Green Society at my university, where I am currently studying marine biology. The aim of the society is to raise awareness of environmental concerns amongst students and within the local community. As well as organizing debates on matters of local and global importance, we also publish a monthly journal to which I regularly contribute.

separate paragraphs for each issue

The economy of my region is largely based on forestry, farming and fishing and since it is likely that many of your readers live in areas with similar characteristics, I am sure they would be interested to read about the problems facing us. Last summer, for example, the petrol tanker 'Intrigue' sank off our coast, spilling large quantities of oil into the sea with devastating effects for marine wildlife and the fishing industry.

In addition, the forestry industry here has recently come under heavy criticism from environmentalists. The fast-growing eucalyptus is planted instead of trees which are native to the region. Unfortunately, however, the eucalyptus allows nothing else to grow below it, preventing other plants and animals from surviving on the forest floor. Readers who are unaware of this situation might learn a great deal from an article on it.

expressing suitability and desire for the job

I am convinced that issues like these would be of interest to people in other countries and I would very much like to have the opportunity to write about them for your magazine.

I look forward to hearing from you.

Yours faithfully

Lisa Blanco

appropriately formal register

reasons why the issues would be of interest to readers

## HOMEWORK:

### WRITERS REQUIRED

We are looking for people to write for this magazine about people in their local area whose work, achievements or lifestyle would be of interest to an international readership.

Send us a letter of application, explaining why you think you are suitable and giving examples of two local people, living or dead, that you would write about.

Write your letter of application in 220-260 words.

Dear Sir or Madam,

I have read your advertisement for \_\_\_\_\_  
and I am interested in applying

for \_\_\_\_\_  
I am in my second year at university, studying \_\_\_\_\_

and I hope to become \_\_\_\_\_  
after my graduation in \_\_\_\_\_  
June 20\_\_\_\_. I like studying languages and I  
am very fluent in English and Spanish so my  
communicating with \_\_\_\_\_ and  
other \_\_\_\_\_ would not be a problem.

Although I have never worked \_\_\_\_\_  
before I think I have some suitable  
qualifications and skills that \_\_\_\_\_  
might need. Firstly, I am able to  
adapt to different routines quickly and learn the  
ropes in a new situation. I am used to working  
with \_\_\_\_\_ since I have a part-time  
job \_\_\_\_\_ . I am sometimes required to

\_\_\_\_\_ . In such situations I  
am willing to accept other people's ideas as well as  
contribute my own. I would be happy to get involved  
with \_\_\_\_\_ as I usually \_\_\_\_\_

\_\_\_\_\_ . I also have several certificates in \_\_\_\_\_  
which I think might be quite useful.

I feel I have the necessary patience and energy  
to make a positive and enthusiastic contribution to  
\_\_\_\_\_ and I hope you will consider my  
application favourably.

I am available for interview at any time and  
look forward to hearing from you soon.

Yours faithfully -36-

You receive this letter from a Canadian friend.

...

I'm doing a project on the use of technology in education around the world. Could you tell me about your experience of using technology for learning? What do you think are the main advantages and disadvantages of using technology for learning?

I look forward to hearing from you.

Dear Jack,

In my experience in the Netherlands technology is hugely important in education. Here, in my school, everybody uses laptops and all classrooms are equipped with beamers and audio boxes. It opens up a lot of different methods of learning! We can watch documentaries in classes like Economics, and films in classes like French or history.

We use our laptops in combination with servers the school has set up and on those servers is a lot of information. Study planners for every subject, homework assignments and test results, for example. It's very handy, always being able to access stuff like that, all you need is a computer and an internet connection! The latter can give some problems though, as technical errors are bound to happen every once in a while. Just last Friday we got send home because the internet wasn't working, and thus nobody could access anything! That's the only major disadvantage to all the technology we have adopted into our classrooms.

Our dependency on it has become a bit too big in my opinion. We should be able to continue classes even without our internet connection. While learning with digital material is great, we needn't forget our paper books. Personally I prefer reading from a book to reading off a computer screen any day of the week.

I hope I have given you some kind of answer in this email, but in case I haven't, feel free to let me know. I'll gladly elaborate.

Untill next time,

Scales	Mark	Commentary
Content	5	All content is relevant to the task. All the rubric elements are addressed and developed so the target reader is fully informed.
Communicative Achievement	5	The conventions of letter writing are used flexibly to explain and justify the writer's views and the engaging tone throughout holds the reader's attention. Complex ideas are communicated clearly.
Organisation	4	The text is a well-organised, coherent whole using a variety of cohesive devices. Organisational patterns are used to generally good effect. The paragraphing works well as each one has a different focus and punctuation is used effectively.
Language	4	Uses a range of task-appropriate vocabulary effectively and accurately ('opens up', 'in combination with servers', 'very handy', 'technical errors are bound to happen', 'our dependency on it'). There is a range of simple and complex grammatical forms used with flexibility and control. The occasional errors do not impede communication.

An international lifestyle magazine has published an article which argues that pop music contributes nothing to people's lives. You have read the article and think that its ideas are too negative. Write a letter to the magazine editor in which you explain your reasons for disagreeing with the article, giving your opinion on the value of pop music in people's lives today.

Write your **letter**. You do not need to include postal addresses.

Dear Editor,

Your recently published lifestyle magazine contains an article arguing against the contribution of pop music to one's lives. I hereby want to give you some feedback, as you asked for the reader's views.

Music has always been a key part of culture. It offers a vast range of interhuman connections and some even choose their friends solely based on music taste. And as decades and centuries come, wave and pass by, music changes and so does every culture.

We currently face a culture that enjoys what we call 'pop' music; soft and not overly complex melodies paired with simple and repetitive lyrics. But even if the current music taste might seem almost useless, as stated in the article, it still represents our culture.

Today's number one pop song is obviously no match for a well-crafted classic piece of art. But music still is a way of expressing emotion. It helps to deal with stress and frustration and builds up happiness and a general mental well-being.

The contribution of music is not hidden behind cryptical yet ingeniously written stories or the use of real instruments rather than computer-generated sounds. The real contribution of music lies both in its nearly endless capabilities of expression and its enormously positive impact on the overall mental well-being.

I hope my feedback is at least of some help and evokes some thoughts on that topic.

Yours sincerely,

Scale	Mark	Comments
Content	5	All content is relevant to the task. Writer develops both areas – explaining reasons for disagreeing with the article and giving opinions on the value of pop music in people's lives today – so the target reader is fully informed.
Communicative Achievement	5	The conventions of letter writing are used to convey complex ideas and the reader's attention is held with ease. Both register and tone are consistent throughout. The Editor would consider publishing the letter.
Organisation	4	The text is well organised and coherent and the writer uses a variety of cohesive devices and organisational patterns effectively. There is an introduction and logical development of ideas leading to concluding thoughts. The use of shorter sentences in places is appropriate for a magazine readership, encouraging the reader to continue ('And as decades and centuries come ...', 'But even if the current music taste ...', 'But music still is ...')
Language	4	There is a range of vocabulary, including less common lexis, used effectively ('overly complex melodies paired with simple and repetitive lyrics', 'general mental well-being', 'enormously positive impact') and a range of both simple and complex grammatical forms is used with control and sophistication.



## CHARACTER REFERENCE

PURPOSE: recommend a friend/colleague for a job/a post

WHO FOR: To whom it may concern

HOW TO GO ABOUT IT:

- should be extremely positive (on the whole)
- try to sound trustworthy
- shouldn't be a letter of total praise (it would seem over the top)
- put in a slightly negative reference (preferably towards the end but try to turn it to applicant's advantage)

REASON FOR WRITING: written with hope that the applicant would be chosen for the job/a post

ORGANISATION:

Paragraph 1: writer's relationship with the applicant and time he/she has known him/her

Paragraph 2: applicant's personal qualities and attitude to work

Paragraph 3: applicant's personal qualities and relationship with other people

Paragraph 4: applicant's relevant skills

Paragraph 5: writer's RECOMMENDATION

USEFUL WORDS AND PHRASES:

- As a ..... I have known and worked with NN for .....
- NN has shown great enthusiasm for .....
- he/she has always managed to .....
- he/she has been a major asset to .....
- ..... is one of his/her greatest strengths
- he/she has excellent ..... skills and willingness to .....

- he/she is very approachable
- he/she is an excellent team worker
- he/she has developed outstanding networking skills
- he/she has a tendency to be domineering but .....
- he/she tends to worry over details but .....
- he/she shows great dedication and patience towards .....
- he/she has an easygoing/determined/helpful nature
- he/she possesses the right personal qualities for .....

#### RECOMMENDATION:

For these reasons I am confident that NN has all the necessary qualities for the job/post and have no hesitation in supporting his/her application

TO WHOM IT MAY CONCERN  
JULIA ROBERTS

I have known ..... since ..... when we were employed as ..... by ..... We worked closely together during the summer and I was immediately impressed by her attitude towards her work. Although ..... provided us with information about ..... spent a great deal of time ..... This enabled her to ..... and really .....

Julia was also a valuable member of our team due to her ..... This was especially the case with ..... who required more care and attention, and ..... who ..... She also communicated very well with ..... She always took time to respond to ..... and make sure they .....

Julia's attitude towards teamwork was another attribute that I admired when we worked together again in ..... She spent considerable time helping the ..... An example of this is when she ..... She was also the person ..... could turn to for advice and guidance when problems arose.

Julia's experience and aptitude for the role of ..... would make her an asset to any ..... company she worked for. For these reasons I have no hesitation in recommending Julia for the position you are advertising.

I wish her well in her application.



## PART 2 REPORT

- Purpose**
- Give information
  - Evaluate something
  - Make suggestions and recommendations
- Who for**
- Superior, teacher, boss, college, principal, peer group
- Style**
- Be clear, avoid unnecessary detail
  - Essential information and recommendation
  - Appropriate impersonal style (no overuse of "I")
  - Range of relevant vocabulary
  - Passive structures
- How to go about it**
- Make a detailed plan
  - Relevant, informative, factual title
  - Draft subheadings for each section
  - Cover all points, state the aim in introduction
  - Clear layout, paragraphing
  - Final summary (round up) with recommendation
- Examples**
- This report will summarize ...
  - The highlights of ... are given below ...
  - As indicated above ...
  - As already discussed ...
  - The previous statement confirms that ...
  - The aspects covered earlier suggest ...
- Useful language**
- The aim of this report is to examine ...
  - This report is based on a survey conducted ...
  - The majority thought, said that ...
  - It seems that ...
  - For this reason ...
  - It will also include, suggest ...
  - As far as ... is concerned ..., As for the ...
  - It is hardly surprising ...
  - Interestingly ..., Understandably..., Not surprisingly ...
  - As a result of ... I would recommend ...
  - I also suggest...
  - In a view of this ...
  - Changes could be made...
  - One solution could be ...

## Report

An international research group is carrying out an investigation into the housing situation for young people around the world. You have been asked by the group to write a report about your country, including the following points:

- the different housing options available in your country for young people in their early 20s
- the problems faced by young people with each option
- possible future changes in the housing situation for young people in your country

Write your **report**.

### Model answer

relevant title and paragraph headings

The housing situation for young people in my country

opening paragraph outlining the purpose of the report

#### Introduction

The aim of this report is to examine the various housing options open to people in their early 20s in my country and the difficulties encountered with each one. It will also consider likely future developments in the housing situation for young people here.

rewording of language used in the task instructions

appropriately formal register

#### Buying a property

Property speculation and soaring inflation have put house prices beyond the reach of the majority of first-time buyers. The few who do manage to raise the money for the deposit on a small flat, are likely to experience problems obtaining a mortgage. Banks are unwilling to lend money to anyone without a permanent contract, something which most young workers can only dream of.

linking between paragraphs

#### Renting

An obvious alternative is to rent a property. However, rents, like house prices, have risen dramatically, forcing low-earners to share. For many 20-somethings this can prove an enjoyable experience, but some soon discover that they are not suited to living with others. Local authorities provide some low-cost rented accommodation specifically for young single people, but this tends to be in very short supply.

range of vocabulary items to avoid repetition of 'young people'

#### Living with parents

It is hardly surprising, then, that a significant proportion of school and college leavers opt to continue living in the parental home until they have saved enough money to buy a place of their own. This may take some time, however, and friction between parents and children can result.

#### Future developments

As long as house prices continue to increase, the outlook for young people here will remain bleak. Only a substantial fall in property values will improve the situation and this seems unlikely in the near future.

conclusion addressing the final point of the task

## Task

An international research group is carrying out an investigation into employment prospects for young people around the world. You have been asked by the group to write a report about your local area, including the following points:

- the types of employment available for young people in your area
- the difficulties faced by young people searching for work
- possible future developments in the employment situation for young people in your area

Write your **report** in **220–260** words.

### Introducing the report

The aim/purpose of this report is to examine/evaluate/describe/outline ...

It will also include/consider/suggest/recommend ...

The report is based on a survey conducted among (college students).

### Predicting the future

The outlook for young people/jobs/the country is (far from) bright/optimistic/depressing.

The future looks bleak/remains uncertain/is promising.

This seems unlikely in the near/foreseeable future. (See also vocabulary of Possibility on page 208 of the Wordlist.)

### Making recommendations

I would (strongly) recommend that (the school/company) should ...

In the light of the results of the survey, I would (strongly) advise against ...

I feel it would be to our advantage if ...

You have been asked to **write a report** for an international research company about the nature and quality of advertising in your country.

Your report should

- describe some of the positive and negative aspects of **two** different forms of advertising in your country.
- say how effective these advertising methods are.
- suggest one or two changes which could be introduced to counter the negative aspects.



Write your **report** in **220-260** words.

## How TO GO ABOUT IT

- Decide on the two forms of advertising. Choose from TV, radio, Internet, mailshots, telephone, newspapers and magazines, fliers, sports events or any other medium used in your country.

- For each method note down your ideas in separate columns:

Positive effects  
Negative aspects  
Effectiveness  
Recommendations

- Think of the adjectives relevant to your answer
- Decide how you to organize your ideas into paragraphs
- Write your report using a consistently formal style
- Aim to use a wide range of vocabulary and a greater number of nouns than verbs

### Aeroplane advertising

Equally distracting are banners attached to light aircraft, which fly for extended periods over our built-up areas and popular coastal resorts. Furthermore, the noise is a considerable source of irritation to local residents and the consumption of large quantities of air fuel can only be harmful to the environment.

On the other hand, aeroplane banners are currently enjoying great success here as an advertising medium. This is largely due to the originality of the approach and its difference from mainstream alternatives.

### Recommendations

To discourage noise, air and visual pollution, I would recommend restricting the location of hoardings to towns and cities and limiting the amount of flying time for advertising aircraft. Additionally, smaller hoardings might reduce the risk of accidents caused by distracted drivers.

### Introduction

The aim of this report is to outline the positive and negative features of two different forms of advertising in my country, namely roadside hoardings and banners trailed by light aircraft. It will also consider the effectiveness of these methods and make recommendations for improvements.

### Advertising hoardings

These add a touch of colour and sometimes humour to our otherwise drab urban landscapes. Moreover, the size of the posters and the pithiness of the accompanying slogans attract the attention of passers-by and help make the advertisements memorable.

Unfortunately, however, hoardings are also to be found in rural areas, where they appear unsightly and are clearly out of place. In addition, the advertisements can lead drivers to lose their concentration momentarily and are a relatively common cause of accidents.

## Report

You have been asked to write a report for an international survey about eating habits in your country. Your report should address these three questions:

- How have eating habits changed in your country in recent years?
- How positive are these changes?
- What developments may take place in the future?

Write your **report** in **220-260** words.

## HOW TO GO ABOUT IT

• Consider all three questions in the task and make notes under headings:

- Eating with family vs eating alone
- Traditional food vs fast food
- Health foods
- Eating times

The headings you choose will depend on the situation in your country.

Write a paragraph plan. Two possible alternatives are:

(A) Introduction

Changes

How positive

Future developments

(B) - Introduction

- Eating with family vs eating alone (changes, how positive, future developments)

- Traditional food vs Fast food (changes...)

- Eating times (changes...)

Give your report a title and paragraph headings



You help out in the multimedia centre at a language school called Highford Academy. The school's director has asked you to write a report on the centre with a view to making improvements.

Your report should

- refer to the opinions of students.
- make suggestions for improvements.
- say in which areas spending could be reduced.

## Making Improvements in the Multimedia Centre

### Introduction

44w { The aim of this report is to recommend ways in which facilities and services at the multimedia centre can be enhanced and also to outline where savings can be made. The recommendations are based on the opinions of students who responded to a survey.

### Specific Areas of Improvement

- ≈ 100w {
- the computer room (next-door storage; new sockets; better lighting; new chairs)
  - updating computers
  - limiting the time (prevent private chats)
  - prolonging working hours

### Possible Ways to Reduce Spending

- ≈ 70w {
- student volunteers (to replace paid staff)
  - subsidised training courses
  - sponsorship of local companies
  - online subscription for magazines and courses

### Conclusion

- ≈ 40w {
- final recommendations (outcome and advantages)
  - positive comment for the future developments

## USEFUL VOCABULARY

- cutting-edge hardware
- state-of-the-art computing and communication equipment
- ... high standards to meet the learning needs
- to be at the forefront of technology
- to enable visual and auditory processing
- technology-rich educational environment
- friendly study space
- Digital Media Hub (facilities)
- to facilitate technology enhanced learning
- webinars on language learning
- power-point presentations
- pre-recorded lectures
- technical support
- specialised software
- new interactive technology (ex. white boards)
- audio files and books
- new headsets (to decrease the level of noise)

You are on the Leisure Committee in your college. This is an extract from a letter you receive from the Town Council.

Could you carry out a survey and write a report on the leisure facilities for young people in the town, addressing the following questions:

- What facilities do young people use?
- Are the facilities adequate or inadequate and why?
- In what other ways could the town help young people?

## Report on Leisure Facilities for the Young

### Introduction

The aims of this report are to give an overview of the town's leisure facilities used by young people, to comment on whether the facilities meet their needs and to recommend extra support the town could give. As preparation for this report I interviewed a cross-section of students in my college and other young people in the town.

### Current Facilities

At present, the town has only a few facilities used by young people: a cinema, a sports hall, a night club and a couple of restaurants.

### Strengths and Limitations

While the people I interviewed liked the town, and in particular loved the beautiful park near the centre, the general feeling was that the young people in the town are badly served for the following reasons:

- the cinema has only one screen and it is too small
- the sports hall has no outside facilities and no swimming pool
- there are no cheap coffee bars where young people can sit and talk

• there are no cultural like an art gallery or a good library  
Most young people I spoke to felt the town's facilities were mainly aimed at middle-aged people and the elderly.

### Recommendations

In my view an action group should be set up consisting of local business people and young people to draw a plan for future developments in the town. They should look at how businesses can be encouraged to set up extra leisure activities for the young and what facilities the town can reasonably provide out of local taxes.

FOLLOWING THE MEETING WITH THE WORKERS YOU HAVE BEEN ASKED TO WRITE A REPORT ON THE CONDITIONS IN THE FACTORY, WITH REGARD TO THE HOURS EACH WORKER IS EXPOSED TO THE CHEMICALS, THE VENTILATION ON THE FACTORY FLOOR AND THE PROTECTIVE CLOTHING THEY WEAR AND MAKE RECOMMENDATIONS FOR IMPROVEMENTS

## Report on the Conditions in the Factory

### Introduction

The aim of this report is to examine the issues surrounding the workers' complaints and to make some recommendations for improving the current situation.

### Exposure to Chemicals in a Poorly ventilated environment

It was discovered that due to production demands and recent cutbacks in the workforce, workers are now working for more than three hours at a time without a break and are constantly exposed to fumes from the paint chemicals. As the ventilation filters are damaged air is not circulating effectively on the factory floor. We need to ensure that workers have a fifteen-minute break every one and a half hours during which they should leave the factory floor. The air filters should be replaced and checked more regularly.

### Protective Clothing

Furthermore, the clothing currently provided to the workers for their protection is sadly inadequate. The overalls are faded and worn and the facial masks fail to give workers sufficient protection from the hazardous fumes. Providing workers with new overalls and masks with air filters would

ensure they are not affected by chemical fumes while working.

### Conclusion

As can be seen from the points raised above there are several problems facing workers at present. However, with the implementation of the improvements suggested, the situation would soon be improved to the satisfaction of workforce and management alike.

# Report on Customer Satisfaction with the Sports Club

32 This report is based on a total of 125 questionnaires that the Sports Club members returned to us. Its aim is to make suggestions how to improve the work of the Club.

## STAFF

43 According to the opinion of the members they are happy with staff and service they provide. It would seem, therefore, that the training courses staff were sent on have been effective. However, there is significant dissatisfaction with a number of other areas.

## CHANGING ROOMS AND EQUIPMENT

47 Firstly, the condition of the changing rooms was felt to be poor. Although the showers were renovated only three years ago the members strongly recommend to have them done up again. Perhaps the changing rooms could be decorated with lighter colours to create a brighter atmosphere. Secondly, some of the cycling machines are regularly breaking down and the floor mats are generally worn. It was suggested that these are replaced as soon as possible.

## CAFETERIA

30 Regarding the cafeteria, the feedback indicated that there were few healthy options available on the menu. It might be a good idea to introduce some salad-based meals instead.

## OPENING TIMES AND FEES

64 Two other areas of concern are opening times and fees. It was recommended to consider extending opening hours to fit in with the college time-table and offering a reduced rate to students who attend the health club on weekday afternoons. This could be done for a trial period, of say, two months to see what effects on membership it has.

254 words

35 minutes

As a member of the entertainments committee at the place where you work or study, you have been asked to write a report on the events that the committee organized over the past year. In your report, you should describe events that took place and what they involved, say whether they were successful or not, and comment on the organization of them.

## Report on Entertainments

### Theatre Trip (19 March)

The choice of play was excellent - it was as funny as it had been described in the local paper. However, not many people came to the event, and because of the cost of hiring a coach to take us there, we lost money on the event. If we are to offer a similar trip in future, we will need to advertise more extensively, so that we get enough people to make it viable financially.

### Music Evening (20 June)

This event was very successful and very well attended. We were able to choose excellent bands to perform because there are so many talented bands locally. As a result, demand for tickets was high and we sold out all of them before the event. The atmosphere at the event was excellent and it was enjoyed by everyone there. We made a big profit on it.

### Annual Party (1 August)

We need to change the way we organise this in future. We didn't sell tickets in advance and underestimated the number of people who would come. As a result, there were too many people and the Main Hall was overcrowded. On the other hand, the very varied food that was provided proved very popular and we were able to make a small profit on the event.

220 words

25 minutes



You recently spent two months studying in the United States, as part of an exchange programme. Your college principal has now sent you this memo. Write your report.

To: All students returning from US exchange programme

From: The Principal

It has become increasingly costly to send our students to the US and the college is currently considering whether this programme should continue.

Would you please write a report, answering these questions:

- How did you spend your time? (main studies and any other activities)
- What were the particular benefits to you?
- Should the programme be modified at all?

## Report on the US Exchange Programme

### Introduction

This report outlines my two-month stay in Seattle and highlights the various benefits I experienced. It also considers possible amendments to the programme for the next year and makes a final recommendation.

### My Stay

Although I arrived on August 30<sup>th</sup>, the college semester did not start until mid-September. I then spent six weeks attending classes in contemporary American poetry and the modern novel. I also attended lectures by visiting speakers, the most relevant one being Professor Grimes on the works of Ernest Hemingway. The college offered many sports facilities and I regularly took advantage of these. I played ice hockey for the college B team.

### The Benefits

Both courses were excellent and gave me insights into American literature that I could not have gained elsewhere. In particular, the lecture by Professor Grimes was highly informative. The college library had an extensive collection of books and enabled me to research my dissertation. In addition to the academic benefits, the experience of studying in another country was

invaluable and I learnt a great deal about the American way of life. My spoken English has also improved immeasurably.

### Recommendations for the Future

In view of the need to economize, the time of the stay could be shortened. A six-week period would, in my opinion, be sufficient. The starting date should be delayed to mid-September, to coincide with the beginning of their semester.

I urge the college to continue this programme, which is clearly so worthwhile.

You have been studying at your international college for a year. The Principal of the college has asked you to write a report about the study resources offered to students, suggesting ways in which these resources could be improved for next year.

Write your **report**.

### Report on college study resources

#### Introduction

The aim of this report is to evaluate a range of study resources available for students majoring in 'English and Marketing' programme and recommend possible improvements.

#### English Course

In terms of language learning, I highly appreciate the set of text books that the students were provided with due to a wide variety of discussion topics as well as high-quality supplementary materials for self-study such as interactive CD-ROMs and extensive word lists. All this has proved to be vital resources for the ones who strive to acquire an excellent command of the English language.

#### Marketing Course

As far as the subjects in the marketing field are concerned, I suppose the selected study materials are a bit too theoretical. Although the students stand at a chance to master Business English fully during their extensive reading, the materials miss out on more practical issues, for instance, lacking in such as valuable resource as case-studies. As a result, the students had a relatively limited number of opportunities to see how the suggested marketing solutions could be implemented into practice.

#### Recommendations

Given the advanced software solutions, I would suggest introducing more computer-based self-study materials with more control on the tutor's part if possible both in language learning and marketing courses. To improve the latter, I would strongly recommend providing students with more sample cases, which will be entirely beneficial for developing their project work.

Scales	Mark	Commentary
Content	5	The writer develops both content areas describing what study resources are offered to students and suggesting improvements for next year. All the content is relevant and the target reader is fully informed.
Communicative Achievement	4	The conventions of report writing are used flexibly to describe the current situation in some detail and make credible suggestions. The register is consistently appropriate and a positive, constructive tone is created which holds the reader's attention while communicating complex ideas.
Organisation	4	The text is a well-organised, coherent whole with effective use of headed sections. A variety of cohesive devices and organisational patterns is used to good effect.
Language	4	The writer includes a range of topic-specific vocabulary ('vital resources', 'strive to acquire', 'chance to master', 'extensive reading', 'relatively limited number of opportunities', 'could be implemented'), which is generally used effectively and precisely. There is a range of complex grammatical forms used with control and where there are errors, some are slips. None of them impedes communication.

You have been asked to write a report for your national tourism authority about tourist attractions in your country. Your report should

- explain why two tourist attractions are popular.
- outline some problems associated with these sites.
- suggest ways of improving the attractions.

Write your **report** in **220–260** words.

You help out in the multimedia centre at a language school called Highford Academy. The school's director has asked you to write a report on the centre with a view to making improvements.

Your report should

- refer to the opinions of students.
- make suggestions for improvements.
- say in which areas spending could be reduced.

You have been asked to write a report for an international survey about eating habits in your country. Your report should address these three questions:

- How have eating habits changed in your country in recent years?
- How positive are these changes?
- What developments may take place in the future?

Write your **report** in **220–260** words.

You are on the Student Committee at the college where you study. A year ago, the college gave the Committee some money to start a student website. The aims of the website were to inform students about local events, to publicise college clubs, and to review products of interest to students.

The Principal has asked you for a report explaining whether the website has met its aims and saying why the website should continue to have financial support.

Write your **report**.

The company you work for is planning to improve the staff canteen. You have conducted a survey among employees to find out what they would like. Your manager has asked you to write a report in which you describe how you conducted your survey, explain what you discovered and recommend what you think your company should provide.

Write your **report**.

The international company where you work has recently developed a new product. Your manager has asked you to write a report about this for Head Office. You should briefly describe the product, evaluate how successful it has been so far in your region and suggest ways in which more customers could be attracted to purchase the new product.

Write your **report**.

You have been studying at your international college for a year. The Principal of the college has asked you to write a report about the study resources offered to students, suggesting ways in which these resources could be improved for next year.

Write your **report**.

# PROPOSAL

- Who for
- a superior (boss, college principal)
  - a peer group (club members, colleagues)
- Reasons for writing
- to suggest and recommend politely and persuasively
- Main features
- factual title
  - clear statement of aims at the beginning
  - clearly drawn conclusions at the end
  - headings (used frequently) to help clarify
- How to go about it
- be forward looking
  - cover the key points in the question
  - adopt positive tone
  - make your case convincing
  - use language of proposing (recommend + clarify)
- Proposal Vs Report
- both need clear headings and separate paragraphs for each point
  - both use formal / neutral register
  - proposal puts more emphasis on persuading the reader to accept or do something
- How to begin
- The aim / purpose of this proposal is to suggest a way of ...
  - I am writing this proposal on behalf of ... concerning ...
- Arguing your case
- X is of particular importance because ...
  - Not only can we provide ... but we can also ...
  - Above all ... - It is commonly known ...
  - The X's good reputation for ...
  - We believe wholeheartedly in ...
  - I would like to stress / underline / remind ...
- How to end
- I / We hope you will consider this proposal favourably and look forward to your response
  - I / We hope that my / our suggestion will receive your serious consideration

## Proposal

Your town has been shortlisted to host a major international festival of folk music and dance next year. You have been asked to write a proposal for the festival organizers, stating why your town should be chosen from the list. You should include relevant information about accommodation, transport, concert venues and other leisure and entertainment possibilities.

Write your **proposal**.

### Model answer

**relevant title** → Proposal for the International Festival of Folk Music and Dance: Sidbury

**brief paragraph headings** → Introduction  
As a popular seaside resort, Sidbury is well equipped to deal with the large influx of people which a music festival of this type would attract.

**appropriately formal register** → Accommodation  
Within the town itself there is a wide selection of hotels, and no shortage of guesthouses offering bed-and-breakfast accommodation and a warm, friendly welcome. In addition, the campsite has space for 600 people and is conveniently located on the edge of Sidbury with easy access to the town centre and main concert venues.

Transport  
In terms of transport, the town is ideally situated for overseas visitors arriving by sea or air. The ferry port of Oldhaven is a short bus ride away and the town is well connected to the capital's main airport with regular train and coach services. There is also an extensive local bus network and it would be no problem to provide extra services for the duration of the festival.

Concert venues  
Major festival events could be held in the newly-built Arena Hall, which has a seating capacity of 5000, but there are a number of other smaller venues with a more intimate atmosphere. Additionally, the main square and seafront area are perfectly suited for outdoor dancing events.

Further leisure and entertainment possibilities  
Sidbury can offer the visitor all the facilities one would expect from a bustling holiday resort. It also boasts a fine municipal health spa with saunas and steam baths, ideal for dancers with aching legs and sore feet.

**positive concluding remark** → Sidbury has a reputation for making its guests feel at home, and we feel sure that if the festival were hosted here, it would be a resounding success.

**general comment regarding the town's suitability** → (points to Introduction and Accommodation)

**showing the town in a positive light** → (points to Accommodation)

**relating the answer to the planned event** → (points to Concert venues and Further leisure and entertainment possibilities)

### Task

Your school has been shortlisted to host a two-day regional conference for students preparing for the *Advanced* examination. You have been asked to write a proposal for the conference organizers, stating why your school should be chosen from the list. Your proposal should include relevant information about the facilities within your school, accommodation, transport and other leisure and entertainment possibilities.

Write your **proposal** in **220–260** words.

#### Suitability

The (town/centre/stadium) is well equipped to deal with/perfectly suited for (such events).

It is conveniently located/ideally situated/well connected to (the capital).

There is little doubt that it would be a resounding success/of great benefit to the (town/company).

#### Amenities

There is no shortage/a wide selection of (hotels/cinemas) to choose from.

The (town/conference centre/school) boasts an impressive range of (amenities/facilities).

Few (cities/schools) can offer such a large choice of ...

#### Travel and transport

It is within easy reach/walking distance/driving distance of the (centre/hotel).

It is just a short walk/drive/bus ride/train ride from the (coast/station).

The (town) has easy access to (the motorway network).

## COURSEBOOK PAGE 50

Your college wishes to establish a new club for the students. The new club has the goal of 'expanding the mind'. You have been asked by the college director to propose what sort of new club should be created.

Your proposal should:

- describe the new club
- explain how it would 'expand the mind'
- suggest ways of encouraging participation.

### **Proposal: A new club for the college**

#### Introduction

Our college already boasts a wide variety of sporting and recreational clubs. However, these largely cater for physical rather than cerebral activities and that is why I propose the establishment of a debating club.

#### Expanding the mind

Debating is an ancient skill and one that is equally relevant today. In essence, a debate involves speakers who argue for and against a given proposition. To do this successfully they must divorce themselves from their emotions and instead present reasoned arguments in a persuasive style, a process requiring meticulous planning. This said, however, the debater must be able to deviate from the plan if they gauge that their arguments are meeting with unexpected success (or otherwise!). Thus, the debater is required to think both in advance and on their feet, a combination that requires a unique form of intellectual dexterity.

#### Student participation

A debating club will be well attended if we promote it in a lively way. To do this I suggest that we choose topics that are humorous or irreverent so as to engage young people. We should then put up posters around the college advertising upcoming debates. In addition, I recommend posting a short video on the college website showing an example of an entertaining debate. My final proposal is to award prizes to the winner of each event to provide a further element of competition.

#### Conclusion

Debating is a highbrow pastime that is enjoyable so it would be popular with the students. As such, a debating club would be a valuable addition to the college.

## HOMework

Your college wishes to establish a new club for the students. The new club has the goal of teaching and developing a practical skill. You have been asked by the college director to propose what sort of new club should be created.

Your proposal should:

- describe the new club
- explain how it would teach and develop a practical skill
- suggest ways of encouraging participation.

Write your answer in **220–260** words in an appropriate style.

Your company has problems with some employees not working well with each other and needs to improve relations between them. You have been asked by your manager to propose ways in which relations can be improved.

Your proposal should

- outline reasons for the problems.
- suggest ways to improve relations.

Write your **proposal** in **220–260** words.

Proposal: Improving staff relations at I-tech

Introduction

Over the last few months there has been tension between members of staff in the company. This has had a negative effect on productivity.

New staff

Four employees have recently transferred to our branch from the city branch. However, some long-term employees at this branch have complained that their new colleagues have not been doing their job properly and ill feeling has resulted from this. I have carried out some informal interviews and I suspect that they are simply not familiar with our particular systems.

I suggest that we have a training day for all the new staff, preferably as soon as possible. I recommend this be led by Daniel Billep as he has organized training sessions before and has good rapport with the new group.

Staff with family commitments

We have a number of employees with young families. This sometimes means that an employee needs to leave work early if their child is sick. However, some staff members without children are unhappy with this situation.

I propose that we create a clearer policy about taking time off for family commitments. We should indicate how staff can make up any hours they have lost; for instance, by working from home or extending their hours on another day. In this way, other employees will know that the company is not discriminating against anyone.

Conclusion

I feel that the current problems we are experiencing with staff relations can be resolved, providing new staff receive the necessary training, and that all staff perceive that their workmates are fulfilling the terms of their contract.

Clear organization and appropriate paragraphing are essential features of all *Advanced* writing task types. For proposals, as with reports, a relevant title and paragraph headings are also useful.

Which of these two possible plans does the proposal follow?

	<b>A</b>	<b>B</b>
<b>First paragraph</b>	Introduction: general background	Introduction: general background
<b>Central paragraphs</b>	<ul style="list-style-type: none"> <li>• reason for one problem</li> <li>• reason for second problem</li> <li>• suggestion</li> <li>• suggestion</li> </ul>	<ul style="list-style-type: none"> <li>• reason for one problem</li> <li>• suggestion</li> <li>• reason for second problem</li> <li>• suggestion</li> </ul>
<b>Final paragraph</b>	concluding positive comment	concluding positive comment

To obtain a high mark in the *Advanced* examination, you need to use a wide range of relevant vocabulary and structures.

Copy the following table into your notebook and complete it with language from the model answer which is relevant to a work situation.

Activities/verbs	People	Other
transfer (to/from a branch)	members of staff	productivity



# Proposal

The local authority in the town where you are studying has announced its intention to increase the annual budget for environmental projects next year. As a member of a local environmental group you have been asked to submit a proposal for the authorities giving your suggestions. You should give details of how the money should be spent in at least **three** areas, including clear reasons for your recommendations.

Write your **proposal** in **220–260** words.

therefore ~~the first of these~~ whilst instead this has led to  
clearly as also as well as in order to finally

## Recommendations for environmental projects for the town of Didcup

### INTRODUCTION

It is gratifying to observe that the local authority has decided to increase its financial commitment to environmental projects. There are three main areas requiring urgent attention and funding.

### REDUCING POLLUTION

(0) The first of these is the unacceptably high level of pollution caused by exhaust fumes from cars and lorries. (1) \_\_\_\_\_ a higher incidence of respiratory illness among local inhabitants and a decline in the number of tourists visiting Didcup.

A substantial proportion of the budget should (2) \_\_\_\_\_ be allocated to the creation of more pedestrianized areas within the main shopping district. Money might (3) \_\_\_\_\_ be spent on an awareness-raising campaign, encouraging people to leave their cars at home and use public transport (4) \_\_\_\_\_.

### GREEN AREAS

(5) \_\_\_\_\_ Didcup boasts a number of parks and gardens, there is a noticeable lack of trees, bushes and flowers on the pavements of our residential areas. (6) \_\_\_\_\_ the obvious aesthetic benefits of these plants to the town, they would release more oxygen into the atmosphere and help in the fight against pollution. (7) \_\_\_\_\_, funds would also need to be set aside for the maintenance of these areas.

### WILDLIFE PROTECTION

(8) \_\_\_\_\_, some of the budget should be devoted to the preservation of the town's wildlife. Especially at risk are hedgehogs, hundreds of which are killed each year by traffic. (9) \_\_\_\_\_ protect these highly vulnerable animals, traffic signs could be erected warning drivers to look out for them. This would greatly benefit our gardens (10) \_\_\_\_\_ hedgehogs help control unwanted slugs and snails.

Indeed, all of these measures will make Didcup a much better place for everyone, whether they are resident or tourist, human or animal.

In the box below write those expressions from the model which refer to spending or using money.

*increased its financial commitment to*

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Either: **a** write your own answer to the task in exercise 1 or **b** write one of the following proposals.

**1** The principal of your college has been given a budget for the improvement of the learning environment in your college. Write a proposal for your principal, giving details of how the money should be spent in at least three areas and including clear reasons for your recommendations.

**2** Your manager at work has been given a budget for the improvement of the working environment in your branch or department. Write a proposal for your manager, giving details of how the money should be spent in at least three areas and including clear reasons for your recommendations.

The committee of your college's Arts Club, of which you are a member, has decided to publish a monthly arts magazine for students. The leader of the committee asks you to draft a proposal

- suggesting what should be included in the magazine.
- outlining ways in which interest in the magazine could be generated.

Write your **proposal** in 220–260 words.

### YOUR NOTES:

Reviews of \_\_\_\_\_  
Promotions of events and services like \_\_\_\_\_  
Q&A interviews with \_\_\_\_\_  
Competitions about \_\_\_\_\_  
Quizzes on \_\_\_\_\_  
Articles on \_\_\_\_\_  
Opinions on topics like \_\_\_\_\_

Some possible ways of generating interest

POSTERS      EMAIL      SOCIAL MEDIA

A LAUNCH PARTY

WORD OF MOUTH

## Proposal for the new arts magazine

### Introduction

The committee intends to produce a new arts magazine targeted at students attending college. The following are my suggestions for attracting the widest possible readership to the publication.

### Reviews

Firstly, I recommend including several reviews per issue. In these, committee members or 'guest writers' could report on local concerts, especially when our own students were performing. We could also review exhibitions and comedy acts if they were offering student concessions.

### Q&A Interviews

In addition, it would be interesting to feature interviews with graduates who are now working in an arts-related industry. In particular, it might be useful for our current students to hear about the steps people took after leaving college, what their job involves, and to hear about any tips for 'getting your foot in the door'.

### Online tutorials

A further idea would be to provide a digital edition of the magazine as well as the print version. This could feature video tutorials, for example, on using Photoshop® for 3D effects.

### Launching the magazine

I propose that we promote the magazine via social networking sites and the college website as this will be the most cost-effective way to reach the widest audience. I also think that a promotional page should be running at least three weeks ahead of the first issue so people can contribute articles or use the site to promote their arts events.

### Conclusion

I believe our arts magazine could attract a wide readership provided we focus on topics and events that are directly relevant and connected to our own student body.

You study at an international college, and your student committee is concerned that the college pays too little concern to environmental issues, such as

- energy efficiency
- use of environmentally friendly products
- waste.

The committee has asked you to write a proposal to your principal giving reasons why a consultant who can advise on these matters should be brought in.

Write your proposal in approximately 250 words.

## ① — Proposal to Improve College Environmental Policy

### ② — Introduction

③ — In the view of the student committee, the college at present does too little to conserve natural resources, reduce pollution and influence and encourage others to be more aware of environmental issues.

④ —

### Efficient use of energy

⑤ — From our own observations, there is considerable waste in terms of energy, including lightning, water heating and refrigeration. However, at present, staff and students appear unaware of the need for conservation and how necessary it is to reduce consumption.

### Environmentally friendly products

⑥ — The companies that supply detergents and pesticides are presently not encouraged to provide the college with environmentally friendly products, endangering the college environment and the health of the people who work there.

### Waste

⑦ — Little attention is given to ways of reducing waste and making it easier to reuse and recycle paper, glass, aluminium, plastics and other college waste, using

the most environmentally friendly means. This indicates a lack of responsibility in such matters and compares

⑧ - unfavourably with other colleges we know.

⑨ - Committee recommendations

We propose that a group of consultants is brought into the college to examine what we do and suggest ways in which we can make college members aware of environmental issues and encourage them to get involved. Some of us have had personal experience of the consultants Johnson and Co., and we believe they would be a suitable choice. We urge the college to take this matter forward as a matter of urgency.

\* ————— \*

- ① - Have a suitable neutral title
- ② - Break up the proposal into sections and include subheadings.
- ③ - Make it clear where the proposal is coming from and why.
- ④ - Be clear, concise and direct.
- ⑤ - Use a detached tone.
- ⑥ - Use the passive voice to "distance" the criticism
- ⑦ - Use formal language
- ⑧ - The aim of the proposal is to persuade the reader about your suggestion, so you need to show conviction without being offensive
- ⑨ - Conclude with your suggestion

Homework:

You work for an international tour company which, in the summer, recruits large numbers of untrained students to work on its campsites in a number of roles: dealing with arrivals and departures, organising children's activities and solving general problems. Your company director has asked you to write a proposal for a training programme indicating

- the sort of training that will be required
- how long the training will take
- how the company will benefit.

Your college has been awarded a large sum of money. The college Principal has asked the student committee to consult staff and students and then write her a proposal. Read the comments you have gathered and your notes. Then write your proposal describing what people are unhappy with, and why, and suggesting how the money should be spent.

## Planning

- COMPUTERS: ancient, always breaking down  
NEW COMPUTERS!
- too dark round the grounds BETTER LIGHTING
- the whole place looks shabby, graffiti everywhere  
REDECORATE
- old-fashioned blackboards - replace with WHITEBOARDS
- minute drama studio, no big productions  
move to New BUILDING

## Introduction

The purpose of this proposal is to outline areas which need improving and to make recommendations as to where money should be spent

### Equipment

Many students pointed out that computers currently in use are becoming dated and are apt to break down quite frequently. I would therefore recommend that we buy new, state-of-the-art computers. Additionally, it was felt that blackboards were very outdated. I therefore propose that we invest in modern whiteboards.

### Buildings

Many students are unhappy with the size of the drama studio which is too small to house major productions. I suggest we consider moving to a bigger building as this would allow us to provide much better facilities and to stage more diverse shows.

## Decorating and lighting

Some members of the committee pointed out the fact that the college is badly in need of redecoration. Others were worried about their personal safety due to the fact that the college is poorly lit. We should redecorate the entire premises, inside and out, and install effective lighting in the college grounds.

## Conclusion

In conclusion, I believe that the areas identified are the ones that are most in need of improvement. If the recommendations above are followed, I believe they would have support of all our students.

## HOMWORK:

You see the announcement below on the website of *The Far Horizons Club*, of which you are a member.

*The Far Horizons Club* is seeking fresh ideas for events and activities that will provide new cultural experiences for members.

The Club Secretary invites you to send a proposal

- suggesting new events or activities that could be held over a weekend.
- explaining how these events or activities would provide a cultural experience.

Write your **proposal**.

### Don't forget!

- Plan your answer by making brief notes on the content of each paragraph.
- Make sure your reader is fully informed. Explain your ideas clearly and give reasons for your suggestions.
- Consider your target reader and use an appropriate register consistently.
- Include a range of vocabulary and structures.
- Use a variety of linking devices.

## PROPOSAL FOR IMPROVEMENTS TO COLLEGE FACILITIES

The following proposal outlines how the students' academic and living facilities might be improved. It is felt that both these areas are important for students to be able to make the best of their time at this college.

### Academic facilities

Firstly, the provision of more computers in the library would be a significant improvement, as this would allow students to do research on the INTERNET without having to wait so long for the use of a computer and moreover, it would enable students to type up their assignments more easily. In addition, more self-access language courses should be made available, so that students can do basic language training in a variety of languages. In a global economy, it is essential that future employees are equipped with at least three languages.

### Accommodation

It is suggested that the residence be refurbished in order to bring the accommodation up to today's standards. That would include putting en-suite bathrooms into the bedrooms which do not have this facility. Moreover, the kitchens could be updated by providing microwave ovens. The lounges should be refurbished in order to provide a lighter and more modern atmosphere.

### Conclusion

It is believed that the suggestions above would make a huge difference to student life in the college. It is also believed that it is important to address both areas because if students are content with their social life and accommodation, they will be better able to concentrate on their studies.

# Film Club Funding

Planning - factual title

key points to cover

- successful aspects
- resolving problems / recommendations
- reason for further funding

paragraphs (subtitles)

- Introduction - stating the problem (few members, high costs)
- Positive aspects - quiz evenings; 15 new mem.
- Recommendations: increase fees
  - organise disco nights
  - add new films to DVD lib.
- Conclusion: positive tone; convincing case

## Introduction

This proposal addresses the problem of the College Film Club which has very few members and is very costly to run.

## Positive aspects

First of all it has to be mentioned that the Film Club Quiz evenings are very popular with the students. Apart from their educational value their social aspects are probably the reason why 15 new members joined the Club last month. I believe wholeheartedly that this trend should be encouraged.

## Recommendations

Since the entry fees are quite low if we increase them slightly they would still be affordable to students and would bring in more money at the same time. If we organize disco nights after 10 p.m. that would certainly attract more people. Also, as all the movies in the DVD library are old it would be advisable to replace them or just add new ones which would definitely please the students.

## Conclusion

To conclude I strongly believe that the college should not reduce the funding because to many students this Club is a great place to relax after the demanding requirements of the college curriculum.



You attend a college that has many international students. You feel that the college website does not do enough to support new international students. You decide to write a proposal to the College Principal, explaining how the college website could be improved to help these students.

In your proposal, outline what extra information or advice you would include on the website, and explain how this might help international students make the most of their time at the college.

Write your **proposal**.

#### HOW WE COULD IMPROVE OUR COLLEGE WEBSITE

##### Introduction

I am writing this proposal to the College Principal in order to express my suggestions about how we could possibly modify the college website to help international students.

##### Reaching the college buildings.

I hold the view that we should give students worldwide a better explanation on how to get to the college structures, maybe with a well detailed map, available in a wide range of foreign languages.

Information about the various course I would advise the creation in the site of a section where everyone could find an easy-to-read complete and summarising schedule that provides the students with all the necessary information about classes, timetables, teachers and books.

##### Social life

In a college student life a great importance is given to the relations with the others, so this aspect should not be forgotten in our modern and informative website. Creating new friendships and feeling accepted in a new and unknown country is always hard, this is why I am of the opinion that we have to dedicate a part of the site to the organization of meetings, events and other activities so as to favour interpersonal relationships.

##### Conclusion

To conclude, to make foreign students wish to study in our college, it is important to pay attention to the website, considering that nowadays the internet is the most powerful mean of communication through out the whole world.

Scale	Mark	Commentary
Content	5	The content is relevant to the task and the target reader is fully informed. There are some constructive points made about the website, which the Principal would be able to consider.
Communicative Achievement	4	The conventions of a proposal are used effectively to convey both straightforward and complex ideas, particularly in the use of modals to suggest and persuade. The register and tone are consistently appropriate and the target reader's attention is held throughout.
Organisation	4	The text is a well-organised, coherent whole. The aims of the proposal are clearly stated and organisational patterns are used to good effect, particularly in the use of headed sections. There is a variety of cohesive devices used.
Language	4	A range of topic specific vocabulary is used appropriately and precisely and there is a range of grammatical forms used with flexibility.

You must answer this question. Write your answer in 180–220 words in an appropriate style.

1 You are Secretary of the Film Club at your English language college. The Principal of the college has concerns about the club's popularity and has asked you for information.

Read the memo from the Principal below and the club notice, on which you have made some notes. Then, **using the information appropriately**, write a proposal for the Principal, saying what aspects of the club are successful, recommending ways to resolve any problems and explaining why the college should continue to fund the club.

To: Film Club  
From: Principal

The college pays a lot of money to fund the club when it has very few members. If you cannot come up with any suggestions, I may have to reduce the funding.

**FILM CLUB**

Fridays 6–10 pm (small entry fee)

- Films in English
- Quiz evenings
- DVD library
- New members welcome

Disco after? → (points to Friday 6-10 pm)

Charge more? → (points to small entry fee)

Always popular → (points to Quiz evenings)

All old!! → (points to DVD library)

15 last month! → (points to New members welcome)

Write your **proposal**. You should use your own words as far as possible.

Film Club

Introduction

This proposal addresses the problem that the Saint Mary's college pays a lot of money in order to fund the Film Club although it has very few members.

Positive aspects

First of all, it has to be mentioned that every day in the Film Club quiz evenings are being held which have great appeal to the students of the college. Apart from that, over the last month we have welcomed 15 new members which means that the popularity of the club is being increased.

Recommendations

Firstly, as the entry fee is very small we could charge the students who come in order to enjoy their evenings in the Film Club a little more, so as to earn more money. Secondly, we could attract more people by organizing disco nights after 10pm. Also, as all the movies in the DVD library are old, it would be advisable to replace them or just add new ones which will definitely have an appeal to the college's students.

Conclusion

To conclude I strongly believe that the Saint Mary's college shouldn't reduce the funding to the Film Club because many of its students have a great time there and this is the only way for them to let off steam and escape for a while from the demanding subjects of the curriculum.

Scales	Mark	Commentary
Content	5	All content is relevant to the task. The target reader is fully informed.
Communicative Achievement	3	The conventions of a proposal are used effectively to hold the target reader's attention and communicate complex ideas.
Organisation	4	The proposal is well organised and coherent, using a variety of cohesive devices and organisational patterns to good effect.
Language	4	A range of vocabulary is used effectively, and a range of grammatical forms is used with control and flexibility.

You attend a college that has many international students. You feel that the college website does not do enough to support new international students. You decide to write a proposal to the College Principal, explaining how the college website could be improved to help these students.

In your proposal, outline what extra information or advice you would include on the website, and explain how this might help international students make the most of their time at the college.

Write your proposal.

The company you work for is considering the idea of a flexible working day, where staff are able to vary their starting and finishing time. The manager of your department has asked you to write a proposal explaining why introducing a flexible working day would benefit both the company and its employees. You should also suggest how a flexible working day could operate in your own department.

Write your proposal.

Your town is hoping to host a sports event next year, which will attract competitors from other countries. The organisers of this sports event need to ensure that the chosen venue has an adequate range of facilities for visitors. Write a proposal to the organising committee to persuade them that your town is a suitable venue. Your proposal should include information on accommodation, transport and entertainment.

Write your proposal.

You are the student representative of your international college in London. You would like to invite a group of students from your country to visit the college, and decide to write a proposal to the college principal. In your proposal you should suggest how long the students' visit should last and briefly describe what activities should be included. You should also explain the potential benefits of the visit to the college and its students.

Write your proposal.

A group of English-speaking visitors is going to come to the place where you work or study for a day next month. You have been asked to propose a programme for the day of their visit. In your proposal, you should suggest a schedule for the day, and give details of what each part of the schedule would involve from the beginning to the end of the visit.

Write your proposal.

You have seen this announcement in an international magazine.

**The local council has created a new fund to provide financial assistance to people setting up new small businesses.**

Anyone wishing to set up a business but lacking the funds to do so is invited to send a proposal for their business to the relevant department of the council, giving details of what it would involve, how it would be set up and what the funds would be used for.

Write your proposal.

C

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# REVIEW

Who for: an English language magazine, newspaper or website

Purpose: to describe and express a personal opinion about a film, a book, a holiday, a website, a product...

Key functions: DESCRIPTION, EXPLANATION, RECOMMENDATION

How to go about it:

- Write for the target readership
- Give a brief summary of the plot
- Name the item early in the review
- Include both positive and negative points
- Use present tenses to retell elements of the plot
- Include descriptive or dramatic language
- Describe the characters and events vividly
- Give the reader a sense of experiencing a film, a book, a holiday ... with you
- Aim to grab the reader's attention from the beginning
- Express your opinions throughout your answer
- Use EMPHATIC language for EVALUATION (both positive and negative)

Examples: unbelievably complicated  
bitterly disappointing  
particularly memorable  
profoundly moving  
refreshingly different  
absolutely hilarious  
deeply personal  
highly regarded  
utterly irresistible  
highly regarded

- intensely irritating
- truly original
- entirely predictable
- perfectly suited
- excruciatingly boring
- totally unconvincing
- over the top
- riveting viewing
- action-packed
- incredibly stylish
- vastly overrated
- quite sophisticated
- a bit flat

Steps to good CONTENT and ORGANISATION

lead in → name → plot →  
 → description (of the task) → evaluation

## Review

The magazine published by your school's English club is asking students to exchange information about non-fiction books they have enjoyed reading in English. Write a review of a non-fiction book you have read, saying what you learnt from it and encouraging others to read it.

Write your **review**.

### Model answer

questions to engage the reader's interest

what the reader learnt from the book

final recommendation

'Lost Cowboys' by Hank Wangford

Did you realize that there were no horses or cows in the Americas until Columbus introduced them on his return visit in 1494? Or that the first cowboys were not those of North America, but the 'gauchos', 'huasos', 'llaneros' and 'vaqueros' of Argentina, Chile, Venezuela and Mexico?

I certainly didn't, until I read Hank Wangford's revealing study of cowboy culture from Patagonia in South America to the Alamo in Texas.

The book is full of interesting facts and stories about cowboy heroes who were previously unknown to me. One such man was Martin Miguel de Eñemes, who in 1806 rode with 30 other gauchos into the waters of the River Plate and captured a British ship which had run aground there. The event is narrated with Wangford's characteristic sense of humour, which will have you laughing out loud from the very beginning of the book.

And if you're not a great cowboy fan, don't be put off by the title. 'Lost Cowboys' does more than simply trace the history of cattlemen on horseback: it provides a fascinating insight into the customs, food, music, geography and wildlife of a whole continent. There's something for everyone in the book, from enthusiastic and vivid descriptions of the scenery, to information on dances and singing traditions, such as the gaucho 'payadas' - I had no idea you could have a duel with the voice as your only weapon!

'Lost Cowboys' is an excellent read. It is both entertaining and educational and I highly recommend it to anyone who is interested in travel books.

brief summary of the book's content

encouraging others to read the book

## Task

Either: a write your own answer to the task above;

or b answer the following question.

The magazine published by your school's English club is asking students to give opinions on the coursebooks they have been using. Write a review of *Ready for Advanced*, giving your views on the following points:

- its content
- its design
- how well it prepares students for the exam
- how much it has helped you improve your English

Write your review in 220–260 words.



### Commenting critically

... provides a fascinating/valuable/ revealing insight into ...

I found the plot rather predictable/ disappointing.

The acting is very impressive/ convincing.

She gives a compelling/memorable performance as ...

One particular strength/weakness of the film/book/CD is ...

The design/characterization/ production is second to none/is not its best feature.

### Encouraging others (not) to read/watch/listen

Don't be put off by the title/critics/ cover.

It will have you roaring with laughter/ rushing out to buy the sequel.

It is a definite must-see.

I would definitely give it a miss.

I would highly recommend it to anyone interested in ...

I would strongly advise you (not) to go out and buy/see it.

# Task

A group of young British visitors is going to visit your town shortly, as part of a town-twinning initiative. An English newsletter is being prepared for their arrival and you have been asked to contribute to this. Write a review for inclusion in the newsletter of two films that will be on show during the visit. One film should be suitable for children aged 8–12 and the other for teenagers.

## Sample answer

### Films on Show during your stay

For children under the age of 12 (but not younger than 8, for you'll be too scared!), I would recommend

The Nightmare before Christmas.

This innovative animation is by Tim Burton, the director of Batman.

The action takes place at the end of Hallowe'en, when all the ghoulish characters decide to kidnap Santa Claus and take charge of Christmas themselves. Led by the Pumpkin King, they prepare a horrific version of the event.

The story is fast-moving and will have you on the edge of your seat throughout. Burton's zany creativity has no limits – you'll love the stocking filler presents! An impressive team of animators has produced techniques that are absolutely first-class. And above all, it's an extremely funny film.

Teenagers must see Star Trek Generations, the latest Star Trek movie. The film brings together Captain Kirk and characters from the successful Next Generation television series, including Captain Picard, Ryker and Data. They work together to prevent Soren, an obsessed and enigmatic scientist, from destroying an entire planet. The British actor Malcolm McDowell is excellent in the role of Soren.

Although something of a disappointment in relation to previous Star Trek block-busters, this film has an unusual plot and gives reasonable value on special effects. My own personal favourites, the Klingons, were in short supply – I would have preferred to see more action from them and rather less of Captain Kirk's retrospective private life! However, all in all, it is definitely to be recommended.

These are both great films. Enjoy them during your stay!

each film given equal treatment

directed at younger readers

title underlined

brief description of the plot in present tense

reservation included

appropriate ending for target readers



You have seen this announcement in a magazine. Write the review you enter for the competition.

## STUDENT CRITICS WANTED

We are looking for student critics to help judge this year's International Drama Award. To enter the competition, you should submit a 250-word review of a recent film or play that you have seen. **!**

The winning entrants will attend **Festival of Arts** at our expense and join a team of professional judges in assessing the Festival productions on stage and screen. Their reviews will also be published in the next issue of *International Student* magazine.



## Part 2: Review

### Task

The editor of an international student magazine has asked you to write a review of two action films you have seen recently. Compare the two films from the point of view of

- the story
- the acting

Write your review in approximately 250 words.

### Model answer

#### TWO ACTION FILMS

Catch your readers' attention in the opening sentence.

Never mind the plot, just watch the action and the special effects. That seems to be the message of *Die Another Day*, the 20th in the James Bond series, and *Matrix Reloaded*, the follow-up to the incredibly successful *Matrix*.

Make the plot summary very brief: your aim is evaluation.

*Die Another Day*, about a wealthy lunatic who's threatening the safety of the world, moves very quickly, really too quickly at times, and the plot is so confused that the characters never get the chance to develop properly. Having said that, the action sequences are fantastic and the visual effects are stunning. Pierce Brosnan makes a believable Bond, the best since Sean Connery, and Halle Berry as his ruthless ally is amazing, playing a character just as uncomplicated as Bond himself.

Include negative points as well as positive points.

Write an equal amount on each film.

The action in *Matrix Reloaded*, a science-fiction movie about a group of humans struggling for freedom against a machine army, is much slower to get started and, unlike Bond, there is a lot of phoney philosophical talk mixed in with the comic-book storytelling. Fortunately, once the action starts, there are lots of fights and chases, done of course with all the incredible special effects that we expect in a Hollywood movie. The actors who play the heroes are all impressively physical in their numerous fight scenes, but unfortunately elsewhere their performances are rather wooden. Only Harold Perrineau as the navigator brings some life to the film with his shouts of 'Yes!' from the control room when something goes right. He at least seems not to take his part too seriously.

If you are reviewing two films, use the language of comparison and contrast.

Include evaluative adjectives as you go along.

Give your personal recommendation.

So, all in all, if it's action, excitement and escapism you want, these two films are for you.

### Further practice

Your college magazine has asked you to write a review of two magazines or newspapers (they can be online publications) that appeal to different kinds of readers. Say in what ways they are different and what makes them popular with their readers, giving your personal views about the publications.

Write your review in approximately 250 words.

## Review

Read the following Writing Part 2 task.

The magazine published by your English club has asked its readers to send in a review of a film or book which includes a sporting theme. Write a review for the magazine commenting on the importance of the sporting theme in the film or book and saying how well you think it is handled. You should also say why you think others might or might not enjoy seeing the film or reading the book.

# 'Ali'

## 10 years in the life of Muhammad Ali

'I AM THE GREATEST!' exclaims Will Smith in the (1) title role of this compelling film about the former world heavyweight boxing champion. But these words apply equally well to Smith's own extremely powerful acting (2) performance as the man who was named sportsperson of the century in several countries including his own. Smith looks, moves and talks like the legendary boxer, and his well-deserved Oscar (3) nomination for Best Actor is reason enough to see the film.

Boxing is clearly central to the film, which is (4) set in the period from Ali's title-winning defeat of Sonny Liston in 1964 to his regaining of the crown from George Foreman a decade later. To the untrained eye, the boxing (5) scenes are entirely convincing, and succeed in conveying both the passion and the horror of the sport. The film builds up to a dramatic (6) climax with the 1974 fight in Zaire, and the combination of

Michael Mann's expert direction and the moving musical (7) score makes this one of the most memorable moments of the film.

But don't be put off if you're not a boxing fan – the film is as much about the social context in which the (8) action takes place as about heavyweight fights. It provides a fascinating (9) insight into nineteen sixties' America and Ali's response to contemporary attitudes. It explores his relationship with the black Muslims and also shows how he risked his career and his freedom by refusing induction into the army at the time of the Vietnam War.

There's something for everyone in the film: sport, history, drama, romance and even humour. Many of the boxer's witty (10) lines, particularly those delivered to journalists, will have you laughing out loud and developing an affection for one of the world's truly great sporting heroes.

Remember to use some specialist terms. Eg. title role, extremely powerful acting performance, well-deserved Oscar nomination, set in scenes, a dramatic climax, moving musical score, action, fascinating insight, witty lines...

### HOMEWORK

The magazine published by your English club has asked its readers to send in a review of a film or book whose content is largely biographical. Write a review for the magazine commenting on what you learnt from the film or book and saying why you think others might or might not enjoy it.

Write your review in 220–260 words.

#### Don't forget!

- Do not write a long summary of the film or book.
- Do express your opinion throughout the review.

# FILM REVIEW

A team of acclaimed actors came together to explore \_\_\_\_\_

\_\_\_\_\_ (PLOT)  
in this fast-paced \_\_\_\_\_ (GENRE)

\_\_\_\_\_ (TITLE)  
The key players are \_\_\_\_\_ (NAME)  
AS \_\_\_\_\_ (ROLES)  
Who \_\_\_\_\_

\_\_\_\_\_ (DESCRIPTION)  
They are particularly memorable in the roles of \_\_\_\_\_

\_\_\_\_\_ (WHO) to \_\_\_\_\_  
\_\_\_\_\_ (DO WHAT?) in this skillfully penned  
\_\_\_\_\_ (GENRE) by director \_\_\_\_\_

Each of the characters represents  
tiny pieces of a complex interlocking puzzle, but...  
is every piece what it seems to be?

It's difficult to define this film precisely. There are  
elements of \_\_\_\_\_ (GENRE) from the  
\_\_\_\_\_ (PERIOD) but it is also slick and  
modern and full of fancy tricks of the camera and  
plot twists which continually tease the audience  
every step of the way.

\_\_\_\_\_ (FILM TITLE) reveals itself as  
anything but the typical \_\_\_\_\_ (GENRE)  
and can only be described as unmissable.

An international magazine has asked its readers to send in a review for its regular arts section. Write a **review** for the magazine comparing and contrasting two books, films or music CDs. Comment on their similarities and differences, and say which of the two books, films or CDs you would recommend and why. Write between **220** and **260** words.

### All in the mind

The real-life struggle of brilliant minds with paranoid schizophrenia and Alzheimer's disease may not sound like the ingredients of an entertaining afternoon's viewing. But Russell Crowe's stunning performance as mathematical genius John Nash in 'A Beautiful Mind' and Judi Dench's moving portrayal of philosopher and novelist Iris Murdoch in 'Iris', will have you rushing out to buy the books on which these two Oscar-winning films are based.

It is in their thematic content that the two films resemble each other most. Both focus on the withdrawal of the protagonists into their own inner world and the effect this has on their long-suffering but devoted marital partners. Also common to both films is the fact that we witness the two academics in their youth and old age. Hats off here to Crowe's make up team – he is remarkably convincing as the sixty-six-year-old Nash receiving his Nobel Prize in 1994.

'Iris' differs from 'A Beautiful Mind' in this respect, relying instead on other actors to play the vivacious young Iris – a very credible Kate Winslet – and her stuttering companion, John Bayley. In addition, unlike the more linear American film, flashbacks are used to good effect to switch backwards and forwards between the two contrasting stages of Murdoch's life.

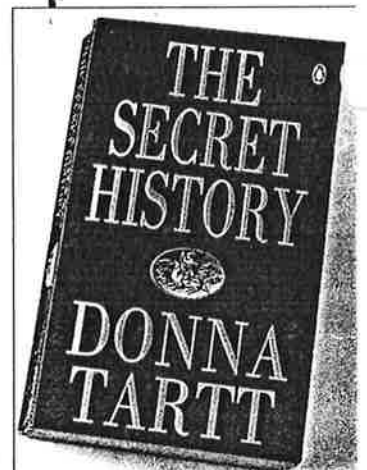
The strength of 'Iris' lies in its powerful acting and mundane realism, with the novelist seen doing the shopping, or watching children's TV in her cluttered Oxford house. However, if, as I do, you favour something more visually appealing, but no less plausible, then 'A Beautiful Mind' is a definite must-see.

The Secret History is a powerful first novel by an American writer, Donna Tartt. Set in New England, it is the portrayal of an élite group of privileged and self-assured college students. The story is told by fellow student Richard Papen who has recently transferred to the college from California. Richard is eventually accepted into the group, and slowly becomes aware of their terrible secret, which is to change his own life forever.

The Secret History is rich and detailed in plot, providing many layers for the reader to explore. Predominantly, it is a murder mystery, which is so intricately constructed that it will hold your attention right up to the final page. The book is most moving at times, while at others it is immensely amusing. Additionally, for anyone with a background in classics, the book contains yet another layer of vivid references to Ancient Greece to be savoured and enjoyed.

As for characterization, Donna Tartt is extremely successful in forging the different identities of the clique of students, as well as introducing some delightful cameo characters such as tranquillized parents and spaced-out hippies. She is unusually perceptive about New England college life, and contrasts its rich sophistication with the less privileged West Coast viewpoint of the narrator most skilfully.

My only reservation about this book is its length. At over 500 pages, it is just a little too long. In spite of this, I literally could not put it down! I highly recommend The Secret History, which is a truly magnificent achievement from this new young novelist.



You see the following announcement in an international magazine.

### PRODUCT REVIEWS WANTED

Have you bought a new product recently, or had one bought for you? Maybe you've just got a new gadget or piece of technology or equipment. It could be something for work or leisure. We'd like to hear what you think of it for our Readers' Reviews Page. Describe the product for readers and give your opinions on it. Do you recommend it? If so, why? If not, why not? Send your review to the address below.

## THE GEORGETOWN SHELVING SYSTEM

I recently purchased this product, having seen it widely advertised. As my apartment is quite small and I have a large number of books and souvenirs, I was looking for something that would save space and enable me to keep everything in a neat and tidy way in one place. The picture of the shelving system in the advertisement made it look ideal for someone in this situation, as did the price which is significantly below that of other comparable products.

I bought it online and had it delivered to me. The shelving system came in three separate boxes and it required self-assembly. Upon removing everything from the boxes I was initially concerned as to whether I would be able to put it together myself. The plans looked complicated and time-consuming, and this kind of thing is not one of my strengths. However, I embarked on the process, and was both surprised and pleased to discover forty-five minutes later that I had completed the process and my shelving system was ready to use.

I then reorganized and put away all the items that have been lying around in a mess in my apartment for some time. I was able to place the shelving system along one wall and put everything neatly into it. The system enables you to store an enormous number of items in a relatively small space and it has transformed my apartment. I heartily recommend to anyone who needs to save space - it is cleverly designed and extremely good value for money.

## LIVE PERFORMANCE REVIEWS WANTED

Have you seen someone perform live who you had previously only heard on recordings or seen on TV or in films? We'd like you to send us reviews of concerts by bands you'd never seen live before or actors you'd never seen on stage. Describe the performance in detail. What did you think and what did the

rest of the audience think? Compare the live performance with how the same person / people perform in recordings or on TV or in films. Were they not so good live, or did you prefer them live? Did your opinion of them change? Send your reviews to the address below.

### CONCERT REVIEW: THE HIGHLIGHTS

Last week I went to see The Highlights giving a concert at a huge stadium near my home town. They are one of the most popular bands here at the moment and they are also my favourite band. I've got everything they've ever recorded and I must have listened to each song a least hundred times. However, until the concert I had never managed to see them live before. So I was incredibly excited about seeing them.

Their performance was certainly not a disappointment. They played all of their best-known songs but not the way they sound on the CDs. The sound was not so sophisticated as it is on the recordings, and there were none of the special effects from the records. Instead, what we saw and heard was the band playing and singing in a natural way, without much technology, as if they were performing in a local club. In my opinion, they sounded even better than they do on the recordings. There was more energy and it seemed somehow more personal. They didn't seem like a hugely famous act, remote from the audience, they seemed like a bunch of friends playing at a party.

I was thrilled by the performance and so was the rest of the audience. The atmosphere was fantastic and everyone was dancing and smiling. It felt like a special occasion and we were the only people involved in it. It was a very memorable experience for me and it confirmed for me that The Highlights are my favourite band of all time.

You see this announcement on a student website.

*On our website we are collecting reviews of magazines which are popular with young people. We invite you to submit a review of a magazine you know well which is read by young people. Your review should describe briefly the types of article which appear in the magazine, explain why the magazine is popular with young people and suggest how it could be improved.*

Write your **review**.

*During the last decade magazines which have as main topic computers and technology have been increasing in number. Only "PC World" however is the number-one in quality pc magazine since its first release seven years ago.*

*"PC World" is one of the most popular magazines read by young people. Since I've never missed an issue I'm the appropriate to explain why. Every month, you can read the articles for new pc components and be well-informed by the analytical tests and benchmarks performed by the editors and special staff. Apart from pc articles there are standard parts of every issue which present new technologies, video games, smartphones and also provide other interesting technology related reviews and previews.*

*You may say that the above can be found in other magazines. Well, "PC World" is not only the 130 page issue you buy every month. It gives you a CD-ROM with many fully functional programmes and games to keep you in front of your computer by the arrival of the next edition. Moreover by visiting the PC-World website, you find up-to-date information and articles for new products and download updated software.*

*Nevertheless, as nothing is perfect, our favourite magazine has its flaws. It would be a great feature if it could provide some articles not so oriented to technology freaks. Many of my friends find it difficult to understand the terminology used in most texts. Also, it is important to be released in electronic version so that it is available to members online. Finally a price drop would be welcome especially for students who cannot afford it every month.*

*Despite these little disadvantages, all of us who support "PC World" since its birth, will continue doing so. For everyone who wants to enter our "World" we will offer our support through the website forum.*

Scales	Mark	Commentary
Content	5	All content is relevant to the task. The target reader is fully informed about why the magazine is popular and how it could be improved.
Communicative Achievement	5	The conventions of a review are used with sufficient flexibility to communicate complex ideas in an effective way, holding the target reader's attention with ease.
Organisation	4	The review is well organised and coherent, using a variety of cohesive devices and organisational patterns to good effect.
Language	4	A range of vocabulary (including less common lexis) is used effectively and precisely, and a range of simple and complex grammatical forms is used with control and flexibility.

You see the following announcement on a music website:

### Music Festivals

Some music festivals provide great entertainment for the whole family, while others are aimed at particular groups of people. We're looking for reviews from you, our readers, about a music festival you've been to.

Tell us how memorable you think the festival was for its audience and make suggestions for how it could be improved in future. We'll publish the best reviews on our website.

You regularly look at a website that is devoted to reviewing films. You feel that it does not contain enough reviews of films produced in your country. Write a review of a film from your country, commenting on whether you feel it is typical of films from your country and explaining why you think it would be of interest to an international audience.

A website has asked users to write reviews of unusual leisure activities they have tried. Your review should describe what the activity was, commenting on how far it met your expectations. You should also explain what kind of person might find this activity particularly enjoyable.

You have recently been on an activity holiday and decide to write a review of the holiday for a travel magazine. In your review, describe the particular activity holiday, and evaluate to what extent it met your expectations and whether you would encourage other people to try this kind of holiday.

You have just returned from a trip during which you rented an apartment for a week. You were very pleased with the accommodation and you have decided to write a review of it for a travel website. In your review, describe your experience of renting the apartment, say what the apartment was like, and explain why you enjoyed your stay there.

An electronics magazine has asked for reviews of apps that readers have used. Write a review for the magazine in which you briefly describe the functions of an app you use, commenting on its strengths and weaknesses.

You see the following announcement in your college magazine.

In next month's issue we will be looking at how the Internet can help you improve your English. We invite students to send in reviews of two English-language teaching websites they have visited, describing the features of each site, suggesting which one might be the most useful, and giving reasons for your choice.

An international magazine regularly features a page of book reviews written by magazine readers. You decide to contribute to the column. Write a review of a book you have read, saying why you did or did not enjoy it and whether you would recommend it to others.

An international magazine has asked its readers to send in a review of **two** different computer games. Write a review for the magazine in which you compare and contrast **two** different computer games, commenting on the following points:

- graphics and visuals
- the appeal of each game
- value for money.



# Punctuation

## 1 Capital letters

- To begin a sentence: *We saw him yesterday.*
- For the pronoun *I*, names, titles, countries, nationalities, streets, cities, days of the week and months (not seasons) of the year:  
*Mr Jones, the Welshman, Oxford Street, last Friday, last spring, in May*

## 2 Full stops

- To mark the end of a sentence: *I'm very homesick.*
- For abbreviations: *Prof.* (= *Professor*), *a.m.* (= *in the morning*)
- With decimals, prices and time: *At 4.30 the price rose 3.3% to £4.99.*

### Notes

- 1 Full stops are not used with abbreviations where the last letter of the abbreviation is also the last letter of the word: *Mr* for *Mister*, *Dr* for *Doctor*.
- 2 With some abbreviations, full stops are a matter of style and are sometimes omitted: *6 am, the UK*

## 3 Apostrophes

- To indicate possession: *my brother's house* (= one brother); *my brothers' house* (= more than one brother); *my parents' house*

### Notes

- 1 When a word ends in *-s*, a second *-s* is not necessary: *Mr Hughes' dog*
- 2 The possessive pronoun *its* has no apostrophe: *The hotel has its own pool.*  
*It's* is a contraction of *it is* or *it has*: *It's mine. Jack's got a new car.*
- 3 Be careful not to use an apostrophe with numbers and abbreviations when the *s* is used to indicate a plural, not possession:  
*the 1900s, CDs*

## 4 Commas

- To separate items in a list: *I bought apples, pears(,) and bananas.*
- To separate off an introductory word, phrase or clause:  
*Happily, the weather was fine in the end.*  
*In my view, smoking should be banned.*  
*When it rains, I take an umbrella.*  
*If you're thirsty, have a drink of water!*  
*Being a nice person, he offered to help.*
- Around inserted phrases and clauses:  
*John, as we all know, is lazy.*  
*He is, however, very intelligent.*  
*Sue, who works in a bank, is a friend of mine.*  
*The woman, hungry after a long journey, started to eat.*

- To separate some final elements such as question tags and participle clauses:  
*You're tired, aren't you?*  
*I didn't go, not being interested in such things.*
- In direct speech: *'It's late,' he said. He said, 'It's late.'*
- Optional before *and, or, but*: *Tom tries hard(,) but Sue doesn't.*

Note: the use of the comma before *and* in a list is much more common in American English than in British English.

## 5 Speech marks

- To separate direct speech from the rest of a sentence.

### Notes

- 1 A comma is used to set off a direct quotation from the rest of the sentence, and a capital letter to start the quotation: *John shouted, 'Come out of the water now!'*
- 2 If a quoted sentence is split up, the second part does not begin with a capital: *'That,' he said, 'is my house.'*
- 3 Commas or full stops at the end of a quoted speech are inside the speech marks.

## 6 Other punctuation

- Colon (:)
  - to introduce a list: *The hotel has everything: a gym, a sauna, ...*
  - before a phrase that gives more information or an example: *He got poor marks: not surprising when you consider how little work he did.*
  - to introduce a quotation. *As Shakespeare said: 'All the world's a stage.'*
- Semi-colon (;)
  - to separate two main clauses that are closely linked in meaning, so that a full stop would be too strong a break between them: *He was once poor at English; now he's a Professor of English.*
- Dash (–)
  - in informal writing, to separate a part of a sentence which adds extra information:  
*The second man – Tom Jones – was well known to the police.*  
*I've been to Paris – in fact, I went there last year.*

