

1-4. Complete the names of the 4 areas of assessment in Task 2.

Task (1) \_\_\_\_\_

Coherence and (2) \_\_\_\_\_

(3) \_\_\_\_\_ Resource

Grammatical (4) \_\_\_\_\_ & Accuracy

5-10. One of the most important criteria for Task Response is “addressing all parts of the task”. Look at the following essay prompts and decide how many parts there are to each question. Underline each part.

*More and more people today are moving from the countryside.*

*Why is this happening?*

*Do you think it is a positive or a negative development?*

(5) Number of Parts: \_\_\_\_\_

*Some people believe that it is better to pay for purchases in cash.  
Others feel that it is more convenient to pay with a debit or credit card.*

*Discuss both sides and give your own opinion.*

(6) Number of Parts: \_\_\_\_\_

*Advertising that targets children should be banned from our televisions.*

*To what extent do you agree or disagree.*

(7) Number of Parts: \_\_\_\_\_

*Fewer people today visit museums than in the past.*

*Why is this?*

*What can be done to encourage more people to visit museums in the future?*

(8) Number of Parts: \_\_\_\_\_

*Some students who perform badly at school go on to have very successful lives as adults.*

*What qualities are needed to do well at school?*

*Are these the same qualities that help people succeed later in life?*

(9) Number of Parts: \_\_\_\_\_

*The government should spend more money on the Arts (for example, theatres and museums) than on Defence (for example, military costs).*

*To what extent do you agree or disagree.*

(10) Number of Parts: \_\_\_\_\_

11-17. Read the following essay and then answer the questions.

***Advertising that targets children should be banned from our televisions.***

***To what extent do you agree or disagree.***

Television advertising has been plaguing viewers for decades; however, the modern trend of targeting that advertising towards children is becoming more prevalent. Personally, I believe that the government should put an end to this practice for two reasons.

The first reason why I believe that advertising aimed at children should be forbidden is that children are too young to understand that they are being advertised to. When adults sit down and watch commercials, they have a clear comprehension that for those two or three minutes, they are in the hands of large organisation that want their money. Therefore, they are able to make high-level cognitive decisions about whether or not they want to purchase a product or not, or whether a particular product is really as good as it seems in the advert. Unfortunately, it is not the same for children. As a result, children are prone to wanting any product that they see advertised on TV, particularly if that product is a toy that is surrounded by sparkling colours and smiling children.

Secondly, in my opinion, exposing children to advertising results in parents having too much pressure put on them to buy their children the newest toy or gadget. Research has shown that the number one reason why parents make purchases is pester power. In other words, parents don't buy toys because they think that they are educational or good for their child's development, but because they are tired of their child asking repeatedly for them. Moreover, the constant need for high sales means that the "in-toy" of the moment changes frequently. Consequently, children are never satisfied with one purchase a month, which places a massive amount of financial stress on families.

In conclusion, not only does advertising aimed at children make them want to buy goods that they don't need, it also results in parents no longer having control over what toys their children should have. Therefore, I strongly believe that the government should introduce legislation to ban any form of marketing towards children.

- (11) Does the writer have a clear position? \_\_\_\_\_
- (12) Does the writer have a consistent position? Do all the arguments in the essay support their opinion? \_\_\_\_\_
- (13) Does the writer tell us the main idea of each paragraph in the topic sentences? \_\_\_\_\_
- (14) Does the writer support their arguments by extending them and giving clear examples? \_\_\_\_\_
- (15) Find and draw a box around *the transition signals* in the text (*transition signals* are words that show the relationship between ideas such as *in addition*).
- (16) Find and highlight *the words or expressions that you think are uncommon* and would earn the writer a 7.0 or higher.
- (17) Find and underline *the complex sentences* in the essay.

## ANSWERS & COMMENTS

### 1. Response

### 2. Cohesion

### 3. Lexical

### 4. Range

#### 5. There are 2 parts to this question:

1. You should give the reasons why people are leaving the countryside
2. You should say if YOU THINK this is good or bad change. (You don't need to give me arguments for both sides, only YOUR opinion. We will discuss this a lot more in the coming videos.)

#### 6. There are 3 parts to this question:

1. You should give arguments for why cash is the best form of payment
  2. You should give arguments for why it is better to pay by card
  3. You must give your OWN OPINION
- (Actually, as we will see in the next videos, you might not have to write 3 paragraphs for this essay. But you MUST include all 3 ideas!)

#### 7. There is 1 part to this question:

1. You have to give YOUR OPINION about whether or not advertising to children should be stopped

#### 8. There are 2 parts to this question:

1. You must give reasons for the lower number of visitors to museums
- (Even if you don't believe that there are less people visiting museums today, the question gives this as a FACT so you cannot agree or disagree with it!)
2. You must suggest some ways that museums can attract more visitors

#### 9. There are 2 parts to this question:

1. You need to describe the qualities that help a child do well at school (i.e. listen well, conscientious, academic mind)
2. You need to say whether or not YOU THINK these qualities are exactly the same as those that help people succeed in the real world. Maybe there are other qualities that are needed in the real world like having good connections, or working hard

#### 10. There are 2 parts to this question:

1. You have to give YOUR opinion about the value of Arts compared to Defence in society
  2. You have to give your OPINION about whether the government should spend more money on Arts than Defence
- Don't forget to talk about money. This question is not just asking you to decide which is more important – Arts or Defence – it is asking you where governments should spend money. MAKE SURE YOU INCLUDE THIS!

#### 11. YES. They tell us their position in the introduction and repeat it again in the conclusion:

“Personally, I believe that the government should put an end to this practice for two reasons”.

“Therefore, I strongly believe that the government should introduce legislation to ban any form of marketing towards children”.

#### 12. YES. All of the arguments in the essay support their position that advertising that targets children should be banned.

#### 13. YES. These are all examples of great topic sentences that tell the reader what the main idea of the paragraph is:

“The first reason why I believe that advertising aimed at children should be forbidden is that children are too young to understand that they are being advertised to”.

“Secondly, in my opinion, exposing children to advertising results in parents having too much pressure put on them to buy their children the newest toy or gadget”.

#### 14. YES. All of the paragraphs are extended well and contain examples to illustrate the points.

15-17.

Television advertising has been **plaguing** viewers for decades; **however**, the modern trend of targeting that advertising towards children is becoming more **prevalent**. Personally, I believe that the government should **put an end to** this practice for two reasons.

**The first reason why I believe that advertising aimed at children should be forbidden is that children are too young to understand that they are being advertised to. When adults sit down and watch commercials, they have a clear comprehension that they for those two or three minutes, they are in the hands of large organisation who want their money. Therefore, they are able to make high-level cognitive decisions about whether or not they want to purchase a product or not, or whether a particular product is really as good as it seems in the advert. Unfortunately, it is not the same for children. As a result, children are prone to wanting any product that they see advertised on TV, particularly if that product is a toy that is surrounded by sparkling colours and smiling children.**

**Secondly, in my opinion, exposing children to advertising results in parents having too much pressure put on them to buy their children the newest toy or gadget. Research has shown that the number one reason why parents make purchases is pester power. In other words, parents don't buy toys because they think that they are educational or good for their child's development, but because they are tired of their child asking repeatedly for them. Moreover, the constant need for high sales means that the "in-toy" of the moment changes every month. Consequently, children are never satisfied with one purchase a month, which places a massive amount of financial stress on families.**

**In conclusion, not only does advertising aimed at children make children want to buy goods that they don't need, it also results in parents no longer having control over what toys their children should have. Therefore, I strongly believe that the government should introduce legislation to ban any form of marketing towards children.**