

## TEST 3, WRITING TASK 2

This is an answer written by a candidate who achieved a **Band 6.0** score.

Part of people state that advert has significant impact in making people want to buy certain things. Other part suggest that due to the amount of advertise we see in everyday life people don't really pay attention to it anymore. Both groups right and Both of them wrong at the same time.

In General we could see that first group is right, Advertising still play a big part in making people buy products. Today we could see adverts of big companies almost everywhere. There is not a single place without adverts: internet, TV, newspapers, magazines, etc. Such companies as Apple or Microsoft make billions and billions because they place their adverts in places so more people could see it and, potentially, buy their products. Advertising is also aimed in people who have never bought products from certain companies so they are more easy to persuary to buy certain things. As in previous part Apple is a good example of such advertising. They make a significant chunk of profit from new custommers

Though, advertising still successful nowadays it is still have problems which arent easy to solve. Majority of modern people are surrounded By different types of adverts and They are now less vounarable for them which means it is harder and harder to make people buy things using old methods of advertising. Certain companies Bombed Because of inability to find a new way to draw peoples attention to their products. In order for your adver to be successful nowadays it is need to be original and fresh. This became difficult in era of internet so many companies cant survive even a year. Even though Businesses have diffuculty to attract people to their products, Advertising still play a big role in sales by developing new techniques and new ways to attract new customers and hold the old ones.

Here is the examiner's comment:

This answer looks at all parts of the question and provides ideas for each point. These ideas are also supported by examples or by further explanation. Ideas are generally organised by paragraphs and there is a clear progression through the script. Some 'signal' words are used to guide the reader [*In General* | *Though* | *Even though*] and there is some use of reference pronouns [*they* | *it* | *This*] and substitution [(the) *first group* | *the old ones*]. The range of vocabulary is sufficient for the task [*everyday life* | *making people buy products* | *place their adverts* | *Advertising is also aimed at ...* | *to draw people(')s attention to their products* | *original and fresh* | *attract new customers*]. Although there are errors in spelling and word formation [*potentionaly* / potentially | *persuay* / persuade | *custommers* / customers | *nowdays* / nowadays | *vounarable* / vulnerable? | *adver* / advert | *Busineses* / businesses | *diffuculty* / difficulty], the message is still clear. There is a mix of simple and complex sentence structures with some errors in subject/verb agreement but again, the message is generally clear. The incorrect use of capital letters (and sometime punctuation) is distracting for the reader.