

## TEST 2, WRITING TASK 2

This is an answer written by a candidate who achieved a **Band 5.0** score.

Have you ever see the advertisement whether on the train, in television or even on the internet saying that their products are the newest and the best? There are many reasons why these are happening. As for me, I think this is a negative development in advertising Industry because of 3 reasons.

The first and most important reason is that the consumer will think that the products have the advantage as they display in the advertisement but the truth it is not. This can lead to misunderstanding and that's against the law that protect the right of the consumer. For instance, the whitening cream claimed that they can make us being white within 7 days but there is no substance in the world that can do that.

Moving to the next reason is that the producer will no longer care about the real

Here is the examiner's comment:

This response starts well, with an engaging opening paragraph where the candidate's position is clearly stated [*a negative development*]. A reason is given [*the consumer will think that the products have the advantage*] and an example is included, but this is a related problem caused by false advertising and does not address the requirements of the question. As the response is unfinished and ends mid-sentence, and ideas are limited, the score for this response is low.

Due to the short response, and the lack of ideas, there is no overall progression and a limited number of cohesive devices. Vocabulary is also limited, but minimally adequate for this question. There is a limited range of sentence structures too.

A longer response could have provided a wider range of vocabulary and sentence structures to raise the Band Score.