

Writing Task 2 Sample Answer

Two-Part Question

Businesses advertise what's new

Band 4.5

Instructions:

- Practice writing your own response and then compare your answer to the band 5.5 sample answer below. Also see the examiner's comments.

Note:

- This material is from Cambridge's IELTS practice book, number 16.

WRITING TASK 2

You should spend about 40 minutes on this task.

Write about the following topic:

In their advertising, businesses nowadays usually emphasise that their products are new in some way.

Why is this? Do you think it is a positive or negative development?

Give reasons for your answer and include any relevant examples from your own knowledge or experience.

Write at least 250 words.

This is an answer written by a candidate who achieved a **Band 4.5 score**.

"In their advertising, businesses nowadays sometimes stress that their products are new in some way. From my point of view, some businesses want to have good products to give to the people, but usually they worry about their products are newer than some other's businesses products.

I think it is a negative development, because when businesses stress about the quality of their products, sometimes they do something wrong while they are producing them. It is good when the businesses take care of and look after their products but with a limit. According to some experts, when you take a lot of care of something, you will probably do something about it wrong.

From my own experience, I was trying to make three school projects, which my teachers asked me to do, and despite my hard work and because I was stressed about the projects I had to do, I finally failed because I had made a lot of mistakes.

To sum up, businesses nowadays should not stress about their products being new in some way. Besides that they should calm down and be careful on what they are producing."

The examiner's comment:

This response does not really address the requirements of the question. There is a view expressed at the beginning of the second paragraph (a negative development) but mainly, the writer is talking about the quality of products rather than advertising. In the third paragraph, an example is given about an unsuccessful school project which is not relevant to the question either. This response only touches on the question set, and is a tangential response. Ideas are not arranged coherently, as they do not address the task given. Paragraphing is not helpful and there is a one-sentence paragraph. Vocabulary is not appropriate as it does not focus on the question set.

Sentence structure shows a mix of simple and more complex forms with a range of tenses and modal and comparative structures. There are a number of errors but they do not reduce communication.