

Worked Example for Functional Skills English Writing Level 2

Sample Assessment – Social Media

Clear Fail

Note:

These materials relate to the Functional Skills English assessments that will be in use from September 2015

Question 1

Consumer Magazine

Get paid for your opinions

Here at Consumer Magazine we are very interested in you, the consumer, and your opinions. We are offering £100 worth of high street vouchers to anyone who submits an article that we publish.

Our latest topic focuses on what people think about how we communicate with each other these days.

Were the old days of communicating by letter, face to face or talking on the phone better? Or is communicating through email and social media such as Facebook, Twitter, Instagram the way forward? Is the world a better place now because of current social media? Is life easier?

Email your article of 250-300 words to consumerresearch@cr.com

Terms and conditions

Only one submission per household. We reserve the right to withhold payment for inappropriate responses. Vouchers will be received within 30 days.

Your task: is to write an article giving your opinions on social media.

(24 marks)

Suggested word count 250 – 300 words.

You will be assessed on:

- presenting information clearly and concisely
- using an appropriate writing style
- using a range of sentence structures, including complex sentences and paragraphs to organise written communication effectively
- punctuating text accurately, including the use of commas, apostrophes and inverted commas where required
- ensuring writing is fit for purpose and audience, with accurate spelling and grammar that supports clear meaning.

200 words

Will people stop speaking to each other ^P **Accepted as a title**
^{Sp} ^P ^{Sp} ^{Sp} ^{Gr}

Now a days every one walks around looking at a piece of plasic in **there** hand. If
^{Sp} ^{Gr} ^P

you ask some one the time they look at **there** phone not a watch. When did you
^{Lang} ^P ^{Sp} ^{Gr} ^P

get a letter from a friend last Now one writes letters to **there** friends now or
^P ^P ^{Gr}

even a business they text or email which **ment** people will soon not be able to
^{Sp} ^P ^P ^P

rite or spell. In offices people dont talk they email each other. There is also a
^{Sp}

problem with people using social media when they are suposed to be working. **|**
New paragraph needed ^P

know social media is popular with young people but they seem to be wasting
^{Gr (not counted as four instances already made)}

there lives looking at screens and not seeing the world. I don't think this will
^{Lang} ^{Sp} ^{Sp}

help us to live together better because it is important to be able to communicate
^{Sp} ^{SP}

without the use of devices. **People will become very lonely and home bound if**
^{Sp} ^P **CLARITY – Why?** ^{Sp}

they only use socisl media and they will probably be over wieght and may not be
^{New paragraph} ^{Sp} ^{Sp} ^P

able to walk far. **It is not possible** to stop new things devolping but every one
^{Sp} ^P

can chose how much they use social media

	Max marks	Marks awarded	Comments
Detail	3	1	Insufficient detail – does not address all areas outlined in advertisement – ie, is life better? Is it the way forward? Is life easier?
Concise	2	2	Concisely expressed throughout.
Clarity	2	2	One issue of clarity, but the vast majority is clearly expressed.
Format	1	1	Heading is present.
Structure	2	1	Structure marks impacted by lack of paragraphing .
Language	3	3	Two minor issues – document of sufficient length.
Spelling	3	0	At least fifteen errors, and no attempt at complex vocabulary.
Punctuation	4	0	At least fourteen errors.
Grammar	4	3	Four errors. Incorrect form of <i>their</i> penalised four times.
TOTALS	24	13	

Question 2

Social Media and Digital Marketing Apprentice

An exciting opportunity for an apprentice with a love of Social Media to experience working in a 12-month apprenticeship for a well-established social and digital marketing group.

You will work in a team that promotes our clients and their brands through social media sites such as Facebook, Twitter, LinkedIn and YouTube.

Duties & Responsibilities

- Helping the team develop advertising campaigns
- Administration duties
- Communicating with clients
- Conducting research on the phone

Write a letter of application telling us about yourself and convincing us you could carry out the duties and responsibilities.

Send your application to: Social Media Direct, 15 Hunsworth Way, Sheffield, SF1 2JD

Your task: is to write a letter of application for the vacancy

(26 marks)

Suggested word count 250 – 300 words.

You will be assessed on:

- presenting information/ideas concisely, logically and persuasively
- using a range of sentence structures, including complex sentences and paragraphs to organise written communication effectively
- structuring and formatting information appropriately
- punctuating text accurately, including the use of commas, apostrophes and inverted commas where required
- ensuring writing is fit for purpose and audience, with accurate spelling and grammar that support clear meaning.

P

Social media Direct

P Structure – no return

15 Hunsworth way, Sheffield

SF1 2JD

P Structure – no return

14 Back street, Southam

PP

SF7 0uj

P

23 november

P St Sp Lang

Dear sir I am writing about the aprentice job you have to offer.

Sp Sp

I am very intrested in social media and use it everyday of my live. I think I

Lang Gr Sp Gr P

would be good for your customers and explain it all clearly to people that dont

Gr – omitted word Sp Sp

understand or are new it . I have good communication skills facetoface and on

P P Repetition of 'would be good / good' – inconcise Lang

facebook so I would be good for your new customers and be a good help for the

P Lang P P Sp Sp P

rest of the team. i did some advertising things when i took the iT corse at colege

P Lang Gr Lang / Gr P (4th)

so i would be good here to. I can speak clearly loud and my teacher said i am

Lang Sp Sp New para

good with the phone and ansering qestions. Working for you would be very

Lang P P P Lang New para

good because social media direct has a good name on the market. I hope you

P

will think about my letter and get back to me as soon as possible

P P

thank you

Lang – incorrect tone. Also penalised as detail as recipient would not know applicant's surname

James

	Max marks	Marks awarded	Comments
Detail	3	1	Lack of detail about advertising or conducting research. Surname omitted as well.
Concise	2	1	Repetitive use of 'I would be good at... or similar.
Logical	2	2	Logical order maintained throughout.
Persuasive	2	0	Poor attempt at using persuasive techniques.
Format	1	1	Can be identified as a formal letter.
Structure	2	0	Poor paragraphing, lack of returns, incorrect valediction.
Language/Clarity	3	0	Generally poor use of language throughout, including incorrect expression and inappropriate register.
Spelling	3	0	Too many errors in a 'short text'.
Punctuation	4	0	Too many errors in a 'short text'.
Grammar	4	1	Five errors in a 'short text'.
TOTALS	26	6	