

Worked Example for Functional Skills English Writing Level 2

Sample Assessment – Social Media

Strong Pass

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.

Social Media Writing – pass **Approx 240 words**

Q1

The Best Communication Ever! **Accepted as title**

Everyone I know uses social media to keep in touch with friends, **keep themselves** **Clarity**
current and keep on top of their **career.** **Gr (should be plural)**

Life is so much quicker and easier now we have these facilities. Do you remember **P**
having to write letters to keep in touch with people or apply for jobs, it was so time **P**
consuming and didn't always show you at your best. Nowadays with social media **P**
we can create our own profiles which show the world - yes the world - who we are **P**
and what we can do and employers can find us rather than the other way round.

Previously we would have had to wait for newspapers and magazines to be **Sp**
published, scour the advertisements and go through laborious processes to make **P**
ourselves and our skills known to employers, not anymore.

I don't know about you but I love to be in daily contact with friends I like to know **P**
where they are and what they are up to and they can also help me to stay **in other** **Clarity**
loops I may not be familiar with. **Gr** Very little effort is needed and **communications**
can take place wherever and whenever you want – it's so convenient!

Social media has transformed our lives for the better, instantaneous communication **P Sp**
makes us more efficient and productive at work and in turn more competitive **Gr (omitted word)**
globally – it has to good!

So, if you're not using social media, start today – you won't regret it!

	Max marks	Marks awarded	Comments
Detail	3	3	All points in the advertisement covered, some explicitly, some implicitly. Borderline between 2 and 3 marks, benefit of doubt given.
Concise	2	2	Concisely expressed throughout.
Clarity	2	1	Two issues of clarity.
Format	1	1	First line has been accepted as a title to the article.
Structure	2	2	Title present, good opening statement and concluding paragraph.
Language	3	3	Good expression and appropriate register used throughout.
Spelling	3	2	Two errors only.
Punctuation	4	1	Nine errors.
Grammar	4	3	Three errors.
TOTALS	24	18	

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.

27 Orchard Road Milldown SF20 8KL

186 words

Social Media Direct

15 Hunsworth Way

Sheffield SF1 2JD Should be a return before postcode – counted as a structure error

18 October 2015

Dear Sir or Madam

I am writing in response to your advertisement for a Social Media and Digital Marketing Apprentice.

I will begin by telling you something about myself. I am 18 years old and live just outside Sheffield city centre. I have recently completed a two year college course in business marketing and passed with distinction. I am very familiar with most social media sites and use them daily to both keep in touch with friends and promote my skills through sites such as linkedin.

At College, I helped to produce the student online news. Doing this helped me develop my skills to work with a team of fellow students and communicate at a more formal level with the principle and other staff. I feel this experience will transfer into the duties and responsibilities you have asked for.

An apprentice opportunity with yourselves would be the perfect opportunity to combine my personal intrests and my training. I hope to hear from you soon.

Yours Sincerely

Michael Andrews

	Max marks	Marks awarded	Comments
Detail	3	1	Lack of detail about administration and advertising campaigns. One mark awarded.
Concise	2	2	Concisely expressed.
Logical	2	2	Logical order maintained throughout.
Persuasive	2	1	Some persuasion, but limited: 'very familiar with... and use them daily...', 'I feel this experience will transfer...'
Format	1	1	Can be identified as a formal letter.
Structure	2	1	Addresses in correct order and acceptable layout. No return before postcode, missed paragraph break and incorrect valediction.
Language/Clarity	3	3	Three minor language issues – ie, wrong words/phrases used – and no clarity issues.
Spelling	3	2	Three errors.
Punctuation	4	2	Five errors,
Grammar	4	3	One grammar error, made as a result of trying to write in a more formal register (probably).
TOTALS	26	18	