

Pearson ESOL | Level 2 | Article Task 2

The town of Hexford is celebrating its 100 year anniversary this summer. The anniversary committee is organising a celebration weekend for everybody who lives in the local area. The committee also wants to encourage people from outside the area to visit Hexford.

Many events are planned including: live music, children's activities, a small funfair, street entertainment, a fashion show, a fun run, a farmers' market, a photography competition and performances by local schoolchildren.

You have been asked to write an article for the local newspaper to inform readers about the celebration this summer. Explain why the celebration is happening and give details about some of the events. You should persuade people to visit the town, giving reasons why they will enjoy the celebration weekend.

You **must** write between **240–280 words**, using the full range of sentence structures available (simple, compound, complex).

Your text should be suitably formatted for a newspaper article.

You **must** plan your article here.

(3 marks)

Mark Scheme

1.1	The plan is in a recognised format, e.g. spider diagrams, notes, lists, draft or a combination of these.	1
1.1	There is evidence in the plan of a logical sequence of the content for the article.	1
1.1	<p>The content of the plan is relevant to the given scenario. It must include some of the following:</p> <ul style="list-style-type: none"> • why the celebration is taking place • some of the events that are planned • reasons why people will enjoy the celebration weekend. <p>Candidates may show that they intend to cover their chosen sub-topics briefly or at least two in greater depth.</p>	1
2.1	<p>Persuasive content and level of detail is suitable to fulfil purpose.</p> <p>Covers many sub-topics briefly or at least two in depth.</p>	1
2.2	<p>Uses suitable informative/persuasive language for the topic and for a newspaper article.</p> <p>Allow this mark if the minimum word count is met. (240 words)</p> <p>Accept 90% of minimum word count. (216 words)</p>	1
2.3	Uses fit for purpose format for a newspaper article, e.g. logical coherent flow with introduction, body of information and conclusion.	1
2.3	Uses at least two formatting devices to organise the article, e.g. title, subheadings, paragraphs, bulleted/numbered list.	1
2.4	<p>Uses grammar correctly as appropriate for the article, e.g. correct subject-verb agreement in complex sentences, use of connectives to express contrast such as <i>'Although the town is one hundred years old, we have many exciting events planned.'</i></p> <p>Allow one grammatical error.</p> <p>Allow this mark if the minimum word count is met. (240 words)</p> <p>Accept 90% of minimum word count. (216 words)</p>	1
2.4	<p>Demonstrates the full range of sentence structures (simple, compound, complex) correctly in the article.</p> <p>Uses the full range of sentence structures appropriately.</p> <p>Allow this mark if the minimum word count is met. (240 words)</p> <p>Accept 90% of minimum word count. (216 words)</p>	1
2.5	<p>Uses punctuation correctly.</p> <p>Allow one punctuation error.</p> <p>Allow this mark if the minimum word count is met. (240 words)</p> <p>Accept 90% of minimum word count. (216 words)</p>	1
2.6	<p>Accurate spelling used.</p> <p>Allow two spelling errors in total.</p> <p>Allow this mark if the minimum word count is met. (240 words)</p> <p>Accept 90% of minimum word count. (216 words)</p>	1