

Complete one task by writing a pamphlet or brochure. Write 450-600 words.

*On the final exam, you will be given a choice of text types, but for this assessment you are required to write a pamphlet or brochure.

1. The capital of your country is actively marketing the city to English-speaking tourists and all local schools have been invited to take part in this important venture. Write a promotional text covering aspect from both the past and the present of the city. (HL N15)
2. Your city is actively marketing itself as an eco-friendly travel destination. You have been asked to help the city highlight ways that visitors can have an ecotourist experience. Write a promotional text that highlights ways that travelers can support both the local environment and the local people while visiting your community.
3. Your school regularly hosts visitors from other cities and countries and they are often interested in learning what the city's locals enjoy doing in their free time. Write a text in which you promote some of your favorite local destinations and suggest lesser-known activities for visitors wishing to travel like a local.

Come with us,

through Beijing's

Past and present

Why Beijing's past and present?

Once the capital of three ancient dynasties, now an international metropolitan city, the Chinese capital Beijing has changed a lot. However, it perfectly combines its rich history of over 3000 years with ^a fast-paced modern lifestyle. These two sides blend marvelously, naturally. That is definitely worth seeing. To have an authentic experience of Beijing's unique culture, and to unfold the fascinating stories of the city, walking through Beijing's past and present is the best choice for you.

incomplete sentence

Picture

A harmonious mixture of

Beijing's past and present is the best choice for you.

Where to go, when, and what to do there

Beijing surely has numerous ^{NC} good tourist sites, but we don't want to overload you now. These are some highlights that will give you a nice overview of this intriguing city's past and present.

Forbidden City

Recommended time: Daytime

The magnificent Forbidden City is a huge complex of historical palaces. Tens of thousands of priceless relics lie quietly in the exhibitions, waiting for you to discover their stories. When you are busy looking at these luxuriant treasures, also take a chance to peek into the life of royal families, find out their secret stories and even have close contact with some cute bittern that have been kept since the imperial era. No matter where in the Forbidden City, in the brilliant architectures or the delicate gardens, you will encounter surprises.

Picture

An impressive bird's-eye view of the Forbidden City

→ Summer Palace

Recommended time: Daytime

Known as a masterpiece of Chinese garden landscape design, this former royal resort is the pearl of Beijing.

Picture

When the breeze stops, the calm lake becomes a glassless mirror.

Take a stroll through the fang partitions, roll a boat on the shimmering lake and enjoy a picnic in the cool breeze. Then you will enjoy a chill day like an ancient emperor.

→ Beijing National Stadium

Recommended time: Night

Originally built for the 2008 Olympics, this eye-catching work of

contemporary architecture now serves tourism and other sport events. Standing in front of this "Bird's Nest", you will see steel struts holding together,

strong and silk, like the great passion of and power of athletes. With cheering audiences and flashing lights, the stadium is the pumping heart of Beijing at night.

Picture

Flashing red lights makes the stadium look like a pumping heart.

→ Sanlitun

Recommended time: Night

Picture

An enormous mall that takes up a whole block in Sanlitun

The origin of trends, the center of entertainment, the paradise for young people... Sanlitun commercial district has various names, yet people all agree that it is the best place for modern nightlife.

Simply walking along the street, you will hear cars humming, crowds chattering, and bands rock-and-rolling. Don't you want to revitalize yourself after a whole day of travel? Join the hustle and bustle in restaurants, shopping malls and fun stores! Don't forget to look at some of the newest and the trendiest merchandise when you hang out with your new friends. Have fun with good food, have fun with shopping, and have fun with people. Beijing's culture will never bore you.

Interested to know more.

Please go to www.beijingtour.com, email bjtour@gnm.com

or call 800-1234567, anytime for more information.

- [Travel guide to China](#)
- [Recommended routes](#)
- ...

We are more than happy to help you

We are here

Name: [REDACTED]

Date: 08.10.19

Criterion A: Language

How successfully does the candidate command written language?

- To what extent is the vocabulary appropriate and varied?
- To what extent are the grammatical structures varied?
- To what extent does the accuracy of the language contribute to effective communication?

Marks	Level descriptor
0	The work does not reach a standard described by the descriptors below.
1-3	Command of the language is limited. Vocabulary is sometimes appropriate to the task. Basic grammatical structures are used. Language contains errors in basic structures. Errors interfere with communication.
4-6	Command of the language is partially effective. Vocabulary is appropriate to the task. Some basic grammatical structures are used, with some attempts to use more complex structures. Language is mostly accurate for basic structures, but errors occur in more complex structures. Errors at times interfere with communication.
7-9	Command of the language is effective and mostly accurate. Vocabulary is appropriate to the task, and varied. A variety of basic and more complex grammatical structures is used. Language is mostly accurate. Occasional errors in basic and in complex grammatical structures do not interfere with communication.
10-12	Command of the language is mostly accurate and very effective. Vocabulary is appropriate to the task, and varied, including the use of idiomatic expressions. A variety of basic and more complex grammatical structures is used effectively. Language is mostly accurate. Minor errors in more complex grammatical structures do not interfere with communication.

Criterion A Mark: 11

Notes:

Strengths: Great manipulation of language to make your pamphlet persuasive. Vocabulary is varied and incorporates range of idiomatic and figurative expressions; a range of complex grammatical structures are used effectively;

Areas for improvement: Minor errors in missing articles or word choice, 1 incomplete sentence

Name: [REDACTED]

Date: 08.10.19

Criterion B: Message

To what extent does the candidate fulfill the task?

- How relevant are the ideas to the task?
- To what extent are ideas developed?
- To what extent do the clarity and organization of ideas contribute to the successful delivery of the message?

Marks	Level descriptor
0	The work does not reach a standard described by the descriptors below.
1-3	The task is partially fulfilled. Few ideas are relevant to the task. Ideas are stated, but with no development. Ideas are not clearly presented and do not follow a logical structure, making the message difficult to determine.
4-6	The task is generally fulfilled. Some ideas are relevant to the task. Ideas are outlined, but are not fully developed. Ideas are generally clearly presented and the response is generally structured in a logical manner, leading to a mostly successful delivery of the message.
7-9	The task is fulfilled. Most ideas are relevant to the task. Ideas are developed well, with some detail and examples. Ideas are clearly presented and the response is structured in a logical manner, supporting the delivery of the message.
10-12	The task is fulfilled effectively. Ideas are relevant to the task. Ideas are fully developed, providing details and relevant examples. Ideas are clearly presented and the response is structured in a logical and coherent manner that supports the delivery of the message.

Criterion B Mark: 12

Notes

Strengths: Organization provides clarity; many expanded examples and details; all ideas are relevant to stimulus

Areas for Improvement:

Name: [REDACTED]

Date: 08.10.19

Criterion C: Conceptual understanding

To what extent does the candidate demonstrate conceptual understanding?

- To what extent is the choice of text type appropriate to the task?
- To what extent are register and tone appropriate to the context, purpose and audience of the task?
- To what extent does the response incorporate the conventions of the chosen text type?

Marks	Level descriptor
0	The work does not reach a standard described by the descriptors below.
1-2	Conceptual understanding is limited. The choice of text type is generally inappropriate to the context, purpose or audience. The register and tone are inappropriate to the context, purpose and audience of the task. The response incorporates limited recognizable conventions of the chosen text type.
3-4	Conceptual understanding is mostly demonstrated. The choice of text type is generally appropriate to the context, purpose and audience. The register and tone, while occasionally appropriate to the context, purpose and audience of the task, fluctuate throughout the response. The response incorporates some conventions of the chosen text type.
5-6	Conceptual understanding is fully demonstrated. The choice of text type is appropriate to the context, purpose and audience. The register and tone are appropriate to the context, purpose and audience of the task. The response fully incorporates the conventions of the chosen text type.

Criterion C Mark: 6

Notes:

Strengths: Appropriately semi-formal for audience, enthusiastic tone, conventions such as title, intro and conclusion, paragraphs sections with bullet points, etc. are included

Areas for Improvement:

Overall Mark: 29/30. 97%