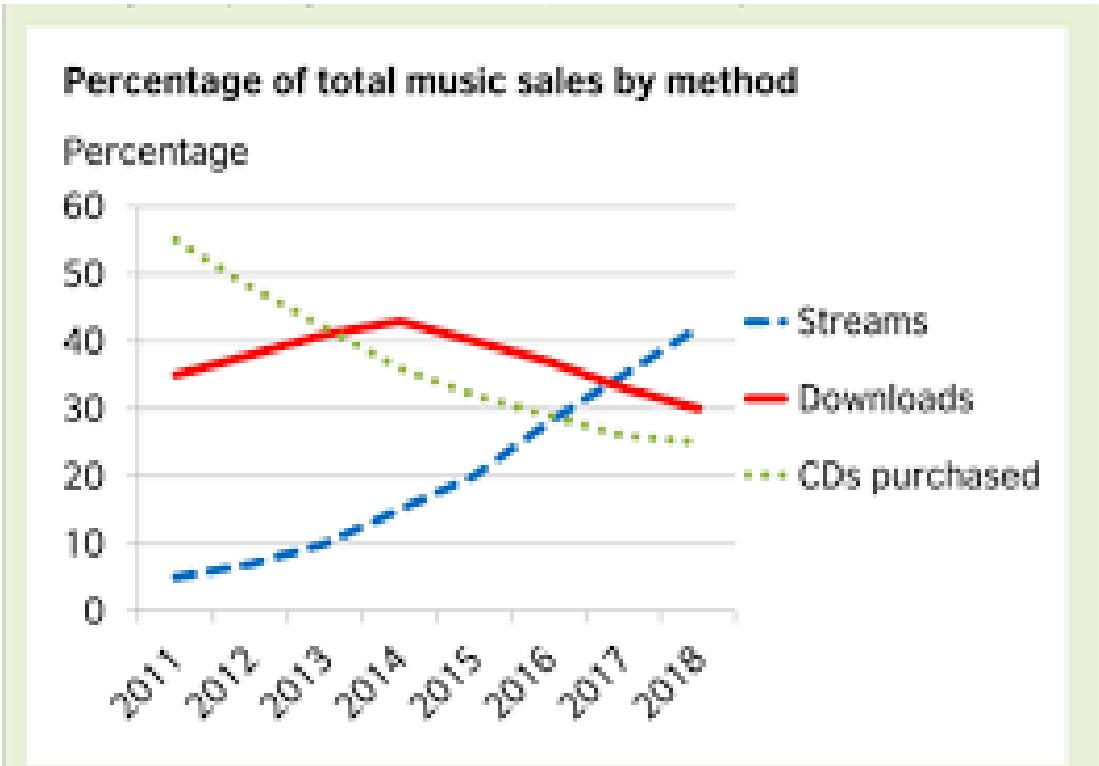


Task 1: Multiple Graphs

Subject: The line graph gives information tatal music sales by methods from 2011 to 2018.



Model Answer #1

Response:

The graph provides an overview of the changes in music consumption methods between 2011 and 2018, comparing three distinct categories: streaming, downloads, and CD purchases.

Overall, both digital downloads and physical sales of CDs experienced a consistent decline throughout the period. While CD sales began their downward trajectory in 2011, the decline in downloads became evident only after 2014. In contrast, streaming witnessed a remarkable surge in popularity, especially from 2013 onwards.

In 2011, CDs accounted for the majority of music purchases, comprising 55% of total sales, whereas streaming was relatively insignificant, representing only 5%. Downloads, at that time, captured 35% of the market. As physical sales gradually decreased, digital downloads increased, surpassing CD sales by mid-2013. Streaming also saw a modest rise during this time, doubling its share to 10%, before accelerating substantially in subsequent years.

By 2014, downloads reached their peak, accounting for approximately 43% of sales. However, this upward trend was short-lived, as downloads fell steadily to 30% by 2018, only slightly ahead of physical sales, which had dropped to 25%. Streaming, on the other hand, outstripped both downloads and CDs, commanding just over 40% of the market by the end of the period.

Evaluation:

Overall Band Score: 9

Task Response (9): Excellent response to the task. All key features are accurately described

Coherence & Cohesion (9): The report is exceptionally well-organized and easy to follow. The logical flow of information is seamless.

Lexical Resource (9): A wide range of sophisticated vocabulary is used with precision and accuracy.

Grammatical Range & Accuracy (9): The grammar is flawless. A wide range of grammatical structures is used effectively.

Model Answer #2

Response:

The line diagram illustrates the proportion of different methods of music sales from 2011 to 2018.

Overall, there was a slight fluctuation in the percentage of music downloads. On the other hand, the percentage of CDs purchased showed a downward trend, while the opposite was true for music streams.

It is evident that initially, the proportion of music streams was the lowest at under 10%, in contrast to nearly 60% for CDs purchased. Over the following five years, the percentage of music streams significantly increased, while the proportion of CDs purchased decreased sharply, both reaching 30% in 2016. This trend continued, making music streams the most preferred method in 2018, with the percentage of CDs purchased hitting its lowest point at 25%.

Additionally, there was a change in the percentage of music downloads. Between 2011 and 2014, this percentage experienced a significant growth from 35% to 42% before dropping to the second rank at 30% in the last year.

Evaluation:

Overall Band Score: 9

Task Response (9): The report provides a comprehensive and accurate overview of the information presented in the line graph. All key trends and significant changes are identified and discussed in detail.

Coherence & Cohesion (9): The report is well-structured and logically organized. The paragraphs flow smoothly, and the use of cohesive devices is seamless.

Lexical Resource (8.5): The report demonstrates a wide range of vocabulary, including precise and sophisticated terms. The language is accurate and appropriate for the task.

Grammatical Range & Accuracy (9): The report exhibits a high level of grammatical accuracy and fluency. A variety of grammatical structures are used correctly and effectively.

Model Answer #3

Response:

The line graph illustrates the proportion of total music sales by three different means, including streams, downloads, and CDs purchased over a seven-year period, commencing in 2011.

Overall, it is evident that all categories, with the exception of streams, experienced a substantial decline. In addition, the percentage of music sales through streams emerged as the highest by the end of the period.

In 2011, CDs purchased had the highest percentage among the three methods, at about 55%, in comparison with 35% of downloads and 5% of streams. The next two years witnessed a downward trend in the proportion of CDs at 40%, while the figure for streams underwent a sharp growth at approximately 10%. Meanwhile, downloads increased steadily at 41%, overtaking CDs in 2013.

In 2014, downloads reached the highest peak of over two-fifths, followed by a gradual decline to a third in 2018. During the same period, the figure for streams continued its upward trend to surpass 40% in 2018, after exceeding CDs and downloads in 2016 and 2017 respectively. Nevertheless, the percentage of CDs experienced a steady fall to around a quarter of the total music sales at the end of the period.

Evaluation:

Overall Band Score: 9

Task Response (9): The report fully addresses the task by accurately describing the information presented in the line graph about music sales by different methods from 2011 to 2018.

Coherence & Cohesion (9): The report is well-structured with clear paragraphs that logically present the information. Cohesive devices are effectively used to connect ideas and maintain the flow of the report.

Lexical Resource (9): The vocabulary used in the report is varied and precise, demonstrating a wide range of lexical resources. The language is sophisticated and appropriate for an academic task.

Grammatical Range & Accuracy (9): The report showcases a wide range of grammatical structures used accurately. There are no errors in punctuation or grammar, and the language is used with full control and flexibility.

Model Answer #4

Response:

The line graph illustrates the proportion of total music sales by three different means, including streams, downloads, and CDs purchased over a seven-year period, commencing in 2011.

Overall, it is evident that all categories, with the exception of streams, experienced a substantial decline. In addition, the percentage of music sales through streams emerged as the highest by the end of the period.

In 2011, CDs purchased had the highest percentage among the three methods, at about 55%, in comparison with 35% of downloads and 5% of streams. The next two years witnessed a downward trend in the proportion of CDs at 40%, while the figure for streams underwent a sharp growth at approximately 10%. Meanwhile, downloads increased steadily at 41%, overtaking CDs in 2013.

In 2014, downloads reached the highest peak of over two-fifths, followed by a gradual decline to a third in 2018. During the same period, the figure for streams continued its upward trend to surpass 40% in 2018, after exceeding CDs and downloads in 2016 and 2017 respectively. Nevertheless, the percentage of CDs experienced a steady fall to around a quarter of the total music sales at the end of the period.

Evaluation:

Overall Band Score: 9

Task Response (9): The report fully addresses the task by accurately describing the information presented in the line graph about music sales by different methods from 2011 to 2018.

Coherence & Cohesion (9): The report is well-structured with clear paragraphs that logically present the information. Cohesive devices are effectively used to connect ideas, making the report easy to follow.

Lexical Resource (9): The vocabulary used is varied and precise, demonstrating a wide range of vocabulary. The language is sophisticated and natural, enhancing the overall quality of the report.

Grammatical Range & Accuracy (9): A wide range of grammatical structures is used accurately throughout the report. There are no errors in punctuation or grammar, contributing to the clarity of the writing.

Model Answer #5

Response:

The graph presents a compelling narrative of the music industry's evolution from 2011 to 2018, highlighting the transition in consumer preferences for music acquisition. The x-axis chronologically maps the years, while the y-axis quantifies the percentage of total music sales, distinguishing between streams, downloads, and CDs purchased.

In 2011, CDs were the predominant choice, accounting for over half of the music sales. This preference for tangible music formats saw a consistent decline, plummeting to just above 10% by 2018. The graph traces the waning popularity of physical media as digital alternatives gain traction.

Streaming services, barely a blip on the radar in 2011, experienced an explosive growth, reflecting a seismic shift in consumer behavior. By 2015, streaming had caught up with downloads, and by 2018, it had become the dominant method, commanding a significant majority of the market share. This trend underscores the allure of digital streaming's convenience and accessibility, propelled by advancements in internet technology and the proliferation of streaming platforms.

Downloads maintained a steady presence but began to dip after reaching their zenith in the mid-2010s. This suggests that while downloads were once a popular digital solution, they could not compete with the on-demand nature of streaming services.

The graph encapsulates a transformative era in the music industry, marked by a clear consumer pivot from physical to digital, and within digital, from ownership to access. It illustrates the industry's adaptive response to technological advancements and changing consumer demands, where convenience and variety have become paramount. The decline of CDs and the rise of streaming services narrate a broader story of digital transformation and cultural shift towards instant, diverse, and accessible music consumption.

Evaluation:

Overall Band Score: 9

Task Response (9): The report fully addresses the task by providing a detailed analysis of the music sales trends from 2011 to 2018, as depicted in the graph.

Coherence & Cohesion (9): The report is excellently structured with clear paragraphing and a logical flow of ideas. Cohesive devices are effectively used to connect sentences and ideas, making the report easy to follow.

Lexical Resource (9): The report demonstrates an exceptional command of vocabulary, with precise and varied language used throughout. The candidate effectively conveys complex ideas with sophisticated lexical choices.

Grammatical Range & Accuracy (9): A wide range of grammatical structures is employed accurately, showcasing the candidate's strong control of grammar and punctuation. The report is virtually error-free in terms of grammar and mechanics.