**COURSEWORK INSTRUCTIONS FOR PRODUCT DESCRIPTION (30%)**

**INSTRUCTION**

Your faculty is conducting a product exhibition. You are required to introduce a product.

Prepare a product description. The product should be either:

1. a current product available in the market **OR**
2. a conceptual product (e.g. software, database, service, prototype, simulation, innovation)

In the description, provide the product’s functions, appearance, features, operation/mechanism, specifications, and benefits. You should write between 220-250 words.

**GUIDELINES**

**Paragraph: Introduction**

1. Introduce the name of the product. For example: Dyson Cordless Handheld Vacuum Cleaner
2. Explain the general use of the product

* use verb(s) to describe what the product does

1. State who are the target users/ what is the target situation

* target users : housewives, engineers, programmers, executives, hospital staff,

businessmen

* target situation : home/ domestic use, industrial use, office use, organisational use,

hospital use, business

**Paragraph: Body (contents are subject to area of specialisation)**

1. Details of product

* Explain important elements/ components/ specifications of the product, for example:
* shape, colour, weight, dimension, price, parts (use adjectives e.g. cylindrical, rectangular, white, orange)
* exact measurement (e.g.: weighs 250g, dimension of 30mm x 140 x 30mm)
* materials used for the product (e.g: aluminium as an excellent corrosion resistance)

1. Mechanism/operation

The description may include:

* functions of important features
* steps to use the product

**Paragraph: Conclusion**

1. State good values of the product (flexible, durable, user-friendly, cost effective, efficient, portable)

**NOTES:**

1. Use objective (real facts) and neutral tone (not influenced by personal feelings) in describing your product. Avoid promoting the product.
2. Provide illustration(s) of the product.
3. Write a minimum of 3 paragraphs.

**DETAILS FOR SUBMISSION**

1. You will work individually.
2. Use Times New Roman, size 12, and 1.5 spacing.
3. Your writing must be original. Submit your work to **Turnitin**. Ensure that the similarity index is not more than 15%. Any evidence of plagiarism will cause a 50% marks deduction.
4. The deadline for submission is **WEEK 5**.
5. Submit your work on time to avoid 50% marks deduction.
6. In your submission, attach:
7. the product description in one file (pdf format)
8. the Turnitin report
9. the evidence of your sources

* for online materials: URL link(s)
* for printed materials: a copy of the brochure/ pamphlet/ magazine/ books etc.

**PRODUCT DESCRIPTION B2 MARKING SCHEME (30%)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **CONTENT** | **STYLE & FORMAT** | **ORGANISATION** | **LANGUAGE** |
| 5 | * All contents are relevant to the assigned task (100%)   ***\*refer to assignment guidelines.***   * Include all the components with all required information:   - Introduction  - Body  - Conclusion | * Highly appropriate to genre – Use objective and neutral tone * All descriptions show good awareness of register and formality level appropriate to genre | * Structure: All ideas are sequenced logically and accurately * Effective use of linkers * Minimum 3 paragraphs | * Display excellent use of complex & relative clause, extended noun phrase, pre-modifier, post modifier * Effective use of adjectives and adverbs * Excellent use of vocabulary and structures to express valid ideas efficiently * Excellent use of tenses |
| 4 | * Most contents are relevant to the task (>70%) * Include most of the components with required information:   - Introduction  - Body  - Conclusion | * Appropriate to genre – Use mostly objective and neutral tone * Most descriptions show good awareness of register and formality level appropriate to genre   (1-2 inappropriate register) | * Structure: Most ideas are sequenced logically and accurately * Suitable use of linkers * Minimum 3 paragraphs | * Display good use of complex & relative clause, extended noun phrase, pre-modifier, post modifier * Appropriate use of adjectives and adverbs * Good use of vocabulary and structures to express valid ideas * A few tenses errors that may affect meaning   (1-2 errors) |
| 3 | * Some contents are relevant to the task (50%) * Some components are missing :   - Introduction  - Body  - Conclusion | * Less appropriate to genre - Use some objective and neutral tone * Some descriptions show good awareness of register and formality level appropriate to genre   (3-5 inappropriate register) | * Structure: Some confusions in sequencing of ideas * Some choppy ideas * Some unsuitable linkers * Less than 3 paragraphs | * Display appropriate use of complex & relative clause, extended noun phrase, pre-modifier, post modifier * Some inappropriate use of adjectives and adverbs * Some errors or inappropriate vocabulary and structures * Some tenses errors that may affect meaning (3-5 errors) |
| 2 | * Very few contents are relevant to the task (<50%) * Most components are missing:   - Introduction  - Body  - Conclusion | * Mostly inappropriate to genre - Use minimal objective and neutral tone * Very few descriptions to show good awareness of register and formality level appropriate to genre   (6-10 inappropriate register) | * Structure: Many disconnected ideas * A lot of repetitive ideas * Lack of use of linkers * Less than 3 paragraphs | * Some errors in the use of complex & relative clause, extended noun phrase, pre-modifier, post modifier * Errors in adjectives and adverbs * Poor vocabulary/inappropriate word choice and problematic structures * Many tenses errors that may affect meaning   (6-10 errors) |
| 1 | * Not relevant to the task at all | * Inappropriate to genre, or minimal evidence of objective and neutral tone * Minimal descriptions to show good awareness of register and formality level appropriate to genre   (More than 10 inappropriate register) | * Structure: No logical organisation - disconnected ideas * Incorrect use of linkers * Less than 3 paragraphs | * Frequent and serious mistakes in the use of complex & relative clause, extended noun phrase, pre-modifier, post modifier * Errors in adjectives and adverbs * Poor range of vocabulary, inappropriate word choice and structures; hamper understanding * Frequent and serious mistakes in the use of tenses that may affect meaning. |
| 0 | * Task unattempt (under 20 words) | Not enough language to make an assessment  (under 20 words) | No linkers, no reference words | * Little or no evidence of grammatical knowledge * under 20 words |

**Note: Marks: x/20 \* 30 = 30%**

**Notes to INSTRUCTORS:**

1. Any evidence of plagiarism will cause a 50% marks deduction.
2. No evidence of sources provided will cause 1-mark deduction.
3. No illustration provided will cause 1-mark deduction.
4. Late submission will result in a 50% marks deduction.
5. No Turnitin report provided will cause 2-mark deduction.