

Task 3 (12 marks)

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|---|------|
| 32. millions of dollars (are) spent / wasted | [20] |
| 33. disruption to life in the (host) city / for people living in the (host) city / of the (host) city | [12] |
| 34. (expo) buildings (are) not re-used / used again | [19] |
| 35. friendship among different countries // international friendship | [58] |
| 36. business and tourism | [43] |
| 37. take out some (of the) writing / words // less writing | [55] |
| 38. (add more) visuals / pictures | [55] |
| 39. (change) background (colour) to light blue | [68] |
| 40. (put) headings in red | [43] |
| 41. make the writing / font bigger (so it's easier to read) // bigger writing / font | [68] |
| 42. change the font / letter style to make it look more up to date / modern | [24] |
| 43. (change) numbers to bullet points // (use) bullet points instead of numbers | [29] |

Task 2:

B-Bonnie C-Cherie J-Julian

C: Okay, so what do you think?

B: Well, I think it's brilliant overall. You've done a really good job.

C: But, I'm sensing a "but" here, haha.

B: But, haha, well I think it might be a bit light on content.

C: Okay, so I was thinking that as well. We could maybe add a couple more slides. What do you think is missing, or could be expanded on?

B: Yeah, I was wondering if we needed more on the downsides, you know, negatives about organising World Expos, so I would add a slide on that. Maybe include some key points on the slide. The first one would be something about the (32) millions of dollars wasted on World Expos, and the fact that the money could be better spent.

J: Yeah, I'd include something like that. I mean, the host country has to be prepared to spend millions on creating a World Expo. One of the other downsides we could include is the (33) disruption to life in the host city.

You know, World Expos have to be built, and existing roads to the expo site have to be improved or new roads have to be constructed, so it can cause a lot of disruption for people living in the host city. Another disadvantage we could include is that very often people complain that the (34) expo buildings are not used again after the end of the expo.

C: Really?

J: Yeah, occasionally the buildings are reused, but more often than not they are just taken down, so no, they're not reused.

C: Okay. Well I think I can do a slide on that. Is there anything else to include? Another slide maybe?

B: Well, I think we could include one on the reasons why a city would want to host a World Expo. I don't think that comes across in our slides.

C: So what would you include then, Bonnie? What kind of reasons?

B: Well there are lots of reasons. The first reason for holding a World Expo would be (35) to promote friendship among different countries. Many different countries work together on each expo, so it's a wonderful way to promote international friendship. The second reason for holding World Expos is so that different countries that take part in World Expos can build up their national image. You know, countries can show how beautiful their countries are and how friendly their people are. Plus, (36) holding expos can attract business and tourism.

C: Right, okay. Got it. I'll include all these points in two extra slides. I'll get the draft ready to give to Jasmine. Thanks guys. Any comments on the presentation? I mean the way it looks, and ...

B: Well, I think generally it's a bit wordy, you know, too many words on each slide. So could we take out some of the writing?

C: Okay, (37) less writing, right. Hang on, let me get my laptop to write these comments down so I don't forget. Okay.

B: That would help definitely. Plus, I was thinking we could put in (38) more visuals, you know, more pictures. I think it will make the presentation look much more interesting. What do you think?

C: Sure, I can add more visuals.

J: Yeah. Another point I thought of was to change the background colour to light blue. White looks a bit boring, so why not have a light blue background instead of white, so it looks more colourful.

B: Yeah, I had a similar comment I'd noted down. What do you think, Cherie?

C: Yep, fine. I was actually going to do that anyway in the next draft. Okay, so (39) change the background colour to light blue. What else?

J: Another point is maybe put all the main headings in red instead of having all the writing in black, just to make it look more interesting.

C: Yeah, good idea. So (40) put headings in red.

J: Another point is the size of the writing. I think it's a bit small. Can we make it bigger so it's easier for the audience to read?

C: Hmm, so (41) make the writing bigger.

J: How about changing the font too? I always think Times New Roman looks so old-fashioned. Can we make it more, you know, up-to-date looking?

C: Okay. (42) Change the font to make it look more modern. Actually, in relation to that, I was wondering whether we should use numbers or bullet points. In the end I use numbers, but do you think bullet points would look better?

B: Yeah I do, less formal and more visual.

C: Okay, so (43) change numbers to bullet points. Right, okay, got it. I'll get the draft ready to give to Jasmine then. Thanks guys.

Task 10 (18 marks)

Task Completion = 9 marks

Item		DF page reference
10.1a	Majority / 88% in an online poll think the poster is inappropriate	9
10.1b	(the poster) should focus on sporting talents or achievements, not appearance	9
10.1c	the slogan should not suggest female tennis players should play tennis in a certain way / "like a man"	10
10.1d	the slogan should not suggest women should look a certain way / fit the narrow mainstream perception of beauty	10
10.2a	The poster does not align with the sponsor's aim and vision // The sponsor is considering withdrawing their sponsorship	9
10.2b	(The poster) should include the sponsor's logo and slogan	9
10.2c	the player in the poster should be Lara Taranova / should not be Suzie Gilmour	9
10.2d	Lara Taranova is / Suzie Gilmour is not / The player should be the highest ranking player (at the tournament)	3*/9
10.2e	the poster should show Lara / the player in action (not posing like a model)	9

* Information from page 3 of the Data File is from the transcript

Task 10: Appropriacy (A) = 2 marks

Marks	Appropriacy
2	<ul style="list-style-type: none"> • Register, tone and style generally appropriate to text through manipulation of parts of the Data File and own language. • Consistently demonstrates audience awareness.
1	<ul style="list-style-type: none"> • Register, tone and style reasonably appropriate to text through some manipulation of parts of the Data File and through own language. • The tone may be inconsistent.
0	<ul style="list-style-type: none"> • Little or no evidence of an ability to manipulate register, tone or style in order to produce an appropriate text.

Key Appropriacy areas include (but are not limited to):

The task is an email to a colleague in another department. An introduction to orient the reader to the context and a concluding paragraph to express cooperative sentiments demonstrate good reader awareness. Introducing oneself as being from 'Events Horizon' seems not to be appropriate – they are in the same company. A variety of tones are possible, depending on the perceived relationship between the two characters (i.e. friendly, or more formal). Consistency of tone is important. Some recognition of the work of the PR Department would be appropriate. Over-effusive praise may be inappropriate if it seems not to be genuine.

Subject: Redesigning promotional poster for Victoria Cup

Dear Mr. Roi,

I am writing to draw your attention to the recent criticism about the design of the promotional poster for Victoria Cup. Perceiving the online poll result unveiling that the majority of the respondents (88%) consider the poster inappropriate in terms of the photo and slogan used, we would like to request redesigning the poster.

Beneath the mishaps there lies two reasons, with the first one being the wrong model printed on the poster. Currently, the female on the poster is Suzie Gilmour with a rank number of 80 in the world. However, our sponsor, Sportrite, has expected the highest-ranking player to be put on the poster, who should be Lara Taranova. Besides, instead of posing like some sort of high fashion supermodel, a photo of the player in action on the tennis court is requested. To create a genuine interest in women's tennis as a sport, according to the comments on the Internet, we should use Lara's sporting talents and achievements instead of the appearance. Therefore, please redesign the background picture of the poster.

The wrong model aside, the slogan of the poster has triggered ripples spreading across the city. The current slogan of "Look like a woman, play like a man" has incited condemnation by virtue of two reasons. First and foremost, women should not feel that they have to look a certain way and need not fit themselves in the narrow mainstream perception of beauty. It is argued that women do not have to aspire to play like men. Ensuring is the criticism from Sportrite that the poster does not include their company logo or their slogan "Follow your sporting dreams" as requested in the contract. Please fix the issues correspondingly in order to purge the criticisms.

By and large, it is conceivable that the current poster is not aligned with what the public expects as well as Sportrite's aim and vision. We sincerely hope that the PR department could take these criticisms seriously and redesign the promotional poster for Victoria Cup. Please do not hesitate to contact us if you have any questions. We look forward to your reply and the new poster. Let us work together to create a positive image for the tournament.

Yours sincerely,
Nico Lin
Victoria Cup project team

Content:

Bonus: $\frac{\square / 9}{\square / 9} \left\{ \begin{array}{l} L: \square / 5 \\ O: \square / 2 \end{array} \right.$

$\frac{\square / 18}{\square / 18} \left\{ \begin{array}{l} A: \square / 2 \end{array} \right.$