

# IELTS Writing Evaluation Report



Order ID: #62451

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| Band Scores                |        |        |
|----------------------------|--------|--------|
| Descriptor                 | Task 1 | Task 2 |
| Task Achievement           | 7*     | 5      |
| Coherence & Cohesion       | 6      | 5      |
| Lexical Resource           | 7      | 6      |
| Grammatical Range Accuracy | 6      | 6      |
| Overall                    | 6.5    | 5.5    |

**FINAL SCORE: 5.5**

\*may fall to 6.0

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## Task 1

|   |
|---|
| <b>Task Achievement</b>   |
| Covers the requirements of the task. Presents a clear overview of main trends, differences or stages. Clearly presents and highlights features/bullet points but could be more fully extended.  |
| <b>Coherence and Cohesion</b>   |
| Arranges information and ideas coherently and there is a clear overall progression. Uses cohesive devices effectively, but cohesion within and/or between sentences may be faulty or mechanical. May not always use referencing clearly or appropriately. |
| <b>Lexical Resource</b>   |
| Uses a sufficient range of vocabulary to allow some flexibility and precision. Uses less common lexical items with some awareness of style and collocation. May produce occasional errors in word choice, spelling and/or word formation                  |
| <b>Grammatical Range and Accuracy</b>   |
| Uses a mix of simple and complex sentence forms. Makes some errors in grammar and punctuation but they rarely reduce communication.   |

## Task 2

|  |
|--|
| <b>Task Achievement</b>  |
| Addresses the task only partially; the format may be inappropriate in places. Expresses a position but the development is not always clear and there may be no conclusions drawn. Presents some main ideas but these are limited and not sufficiently developed; there may be irrelevant detail. |
| <b>Coherence and Cohesion</b>  |
| Presents information with some organisation but there may be a lack of overall progression. Makes inadequate, inaccurate or over-use of cohesive devices.  |
| <b>Lexical Resource</b>  |
| Uses an adequate range of vocabulary for the task. Attempts to use less common vocabulary but with some inaccuracy. Makes some errors in spelling and/or word formation, but they do not impede communication.   |
| <b>Grammatical Range and Accuracy</b>  |
| Uses a mix of simple and complex sentence forms. Makes some errors in grammar and punctuation but they rarely reduce communication.  |

## WRITING TASK 1

You should spend about 20 minutes on this task. Write about the following topic:

*The table shows expenditures of four car companies on advertising in the UK in 2002.*

*Summarise the information by selectin and reporting the main features, and make comparisions where relevant.*

Write at least 150 words.

|            | Types of advertising (millions of dollars) |        |         |       |    |
|------------|--|--------|---------|-------|----|
|            | Press                                      | Cinema | Outdoor | Radio | TV |
| Renault    | 45   | 6      | 7       | 15    | 59 |
| Rover      | 38   | 0      | 2       | 15    | 45 |
| Vauxhall   | 8  | 5      | 7       | 15    | 65 |
| Cetirizine | 12   | 0      | 3       | 15    | 70 |

The table illustrates expenditures of four car companies (name of companies) in the United Kingdom in 2002 and five methods of advertising (names of these platforms).

As a whole, advertising on TV ~~is was the~~ most popular ~~way for among~~ all the companies whereas advertising in theatres ~~is was~~ the least popular ~~way~~. Here you have missed a key information that Renault spent the highest sum of money on advertising.

First of all, all companies spent at least 40 millions dollars ~~for on~~ TV commercials and Cetirizine invested 70 millions dollars which is the largest amount ~~of among all~~ companies. ~~On the contrary~~, all the car brands spent less than 6 millions dollars ~~by on utilizing~~ commercials in cinemas and both Rover and Cetirizine, ~~didn't didn't~~ spend a single penny on such advertisements. even pay at all.

Interestingly, every ~~countries country~~ invested 15 millions dollars ~~for in~~ radio ~~advertising advertisement~~. ~~However~~, some companies favored ~~using to use the~~ press while others spent only 8 millions dollars. Renault and Vauxhall had a similar trend in all measures except for the press. Renault made a payment almost six times more than Vauxhall by using newspapers and magazines. Rover ~~invested invested~~ about three times more than Cetirizine in the same category ~~above~~.

Word Count – approx. 161 words, ok.

Commented [A1]: K will be in capital letter

Commented [A2]: It would be better to link these two things – methods and companies. e.g. The table illustrates expenditure of four motor companies Renault, Rover, Vauxhall and Cetirizine on different advertising platforms in the UK in 2002.

Commented [A3]: It is better to have the "summary/conclusion" paragraph separately.

Commented [A4]: you are describing data of past, so use past tense

Commented [A5]: way for what? In this sentence you have already mentioned advertising, so the 'word' way is not required.

Commented [A6]: Here "all" appears consecutively. If possible, try to avoid this occurrence. You can easily replace "First of all" with "Firstly".

Commented [A7]: These two sentences do not link very well. A better way to emphasize the data is:

1. use but as a cohesive device.  
all companies spent at least 40 millions dollars for on TV commercials, but Cetirizine invested the largest amount (70 millions dollars) among all companies.

Commented [A8]: this is an independent trend and not reverse of the first one. So use of "on the contrary" is wrong.

Commented [A9]: wrong spelling. It is better to avoid contractions. Write "did not"

Commented [A10]: wrong verb. They have not advertised in theatres at all so they are not liable to pay. Therefore, "they did not pay" gives a wrong impression and the verb "pay" is wrong choice here. Use "spend" instead.

Commented [A11]: every country is singular

Commented [A12]: radio advertisement or advertising on radio

Commented [A13]: there is only one that spent 8 million dollars - Vauxhall

## WRITING TASK 2

You should write at least 250 words.

You should spend about 40 minutes on this task.

**According to those in the travel business, the nature of the average 'holiday' is changing. Rather than seeking a relaxing break in a far-away place, people now want excitement on their holidays and are keen to participate in unusual and challenging activities.**

Do you agree or disagree?

Give reasons for your answers and include any relevant examples from your own knowledge or experience.

Vacation is one of the best methods to leave our stressful lives and refresh us physically and mentally. There are many ~~kinds of~~ ways to spend vacations and we can ~~create-plan~~ them by ourselves. ~~I believe that~~ even though some people desire relaxing and comfortable holidays to restore energy, others seek thrilling and adventurous activities. That is to say, it depends on their purposes and places for vacations.

The best way to write an introduction is:

1. Paraphrase the question – this should be your first sentence.
2. Thesis statement – mention what is your opinion. Do you agree or disagree?
3. Outline Statement – mention your key ideas that you explain in MBP1 and 2 in a single sentence.

There are so many factors ~~in our society which that exhaust exhaust~~ us ~~in our society~~. Workers are under the pressure of their duty and sometimes they have to ~~work overwork overtime~~ to finish their tasks. Additionally, ~~housewives house-wives~~ and husbands have a lot of chores to do and it is difficult for them to ~~create-get~~ free time to interact ~~with~~ other people outside ~~the~~ house. They would choose activities ~~which that~~ make them relaxed by ~~charging energy to~~ them such as hot springs, saunas, flower ~~gardends gardens~~. When I went back to my hometown, my favourite time was visiting a local hot spring with my mother ~~and where could escape I-get-to-forget~~ my

**Commented [A14]:** It is better not to open the introduction paragraph with such a general sentence which does not represent the topic given to you. Also, this introduction fails to express your opinion. Do you agree or disagree?

**Commented [A15]:** Until here the topic of this essay is not clear. These sentences are mostly irrelevant from TR point of view and also spoil CC.

**Commented [A16]:** Do you agree or disagree? In this sentence you have tried to paraphrase the question and added "I believe" in front of it. This is very confusing.

**Commented [A17]:** time cannot be created

**Commented [A18]:** this phrase is not clear!

busy life in the city. In this entire paragraph, you have not discussed anything about the topic - more and more people are planning adventurous vacations rather than a relaxing one. This entire paragraph is irrelevant from TR point of view.

On the contrary, some people ~~consider~~think that their lifestyles are dull and mundane, therefore, they would like to experience something stimulating and exciting on a vacation such as ~~bangi~~bunjee jumping ~~s~~, surfing, ~~and or~~ climbing snow mountains. ~~Extream~~Extreme sports encourage provide us to have goals and ~~motivations and~~ when we achieve them, we ~~get~~experience a sense of fulfilment ~~fulfillinf~~ emotions which is difficult to get ~~we might not be able to aquire from ordinary in our daily lives~~ ~~life~~. This paragraph is fine content wise.

In conclusion, I assume how they would like to spend for vacations depends on how their usual lifestyles are and what their purposes are.

**Commented [A19]:** this is not the question. In conclusion give your opinion together with reasons.

**Word Count** – around 257. Ok