

Commentary on candidate evidence

Candidate 7

Work (part 2)

The candidate was awarded **13 marks**.

This is a good attempt at the question. The task is fully achieved, and most linguistic elements are of the appropriate standard. However, the candidate falls short of the highest level.

Content and organisation

Although it could be said that the register is a little informal it is consistent with a report that would be written within a company and the topic of social media lends itself to a more informal approach. A slightly more formal approach may have led to a mark nearer the top of the band being awarded. Structure is clear with good use of paragraphing.

Vocabulary and spelling

There is a good range of vocabulary used, for example, *great deals*, *target market* and the use of some phrasal verbs helps the flow, for example, *keep up with*, *reach out (to)*.

There are a few small spelling mistakes, but they do not detract from the message.

Grammar and punctuation

There is a good, natural use of grammatical structures with good accuracy overall and only a few minor errors, for example, (*how could it be used*, *if it's been chosen*).

Punctuation is evident with minor errors in use of capitalisation, for example, *facebook*, *instagram*, *Customers*.