

# **Cambridge International Examinations**

Cambridge International General Certificate of Secondary Education

## **ENGLISH AS A SECOND LANGUAGE**

0511/52

Paper 5 Speaking Assessments A-J

October/November 2016

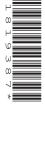
TEACHER'S / EXAMINER'S NOTES

Great care should be taken to ensure that any confidential information given does not reach the candidates either directly or indirectly.

## **READ THESE INSTRUCTIONS FIRST**

This booklet contains:

- (a) administrative guidelines on conducting the tests
- (b) marking criteria
- (c) copies of Cards A–J, with Notes for Teacher/Examiner.



The syllabus is approved for use in England, Wales and Northern Ireland as a Cambridge International Level 1/Level 2 Certificate.



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#### NOTES ON CONDUCTING AND RECORDING THE TESTS

### Please note

- 1. The warm-up section may give the examiner an indication of the best card to select **but the** examiner must not allow the candidate to lead the choice of topic.
- 2. The speaking assessment cards **must not be opened** until one working day before the test.
- 3. All tests must be recorded **in full throughout**. The recording must not be paused or stopped at any point during the test.

### **GENERAL**

- 1. The speaking tests take place in the period before the main examination series as notified on the timetable. Each Centre decides on a convenient period within these dates for its speaking tests. It is recommended that the tests are conducted within one week to allow sufficient time for a single examiner to conduct all of the tests. See Section 4 below.
- 2. Centres must ensure well in advance of the tests that a suitably quiet room is available and that recording equipment is in good order.
- 3. Centres must adhere to dates for completion of the speaking tests and for the receipt of mark sheets and recordings at Cambridge to allow sufficient time for external moderation. It is vital that material does not arrive late.
- 4. For Centres with 30 or fewer candidates, there should normally be just one examiner. Each Centre will select its own examiner. This is normally a teacher within the English Language Department, but could be someone local from outside the Centre. A group of neighbouring Centres might choose the same teacher to conduct all their tests; in such a case each Centre is still responsible for submitting properly completed forms and samples. Cambridge is not responsible for any fees agreed.
  - Centres with more than 30 candidates may use more than one examiner (applying the ratio of an additional examiner for each 30 candidates). If using more than one examiner, internal moderation must be carried out by the Centre so that a common standard is applied to all candidates.
- **5.** Centres receive a set of speaking assessment cards accompanying this set of examiner's notes. These cards <u>must not be opened</u> until one working day before the test. These materials must remain confidential and must be kept in a secure place by the Centre until the end of the examination period.
- 6. Each Centre must send to Cambridge the following: (a) a recorded sample on CD; (b) completed MS1 forms (or printout of marks submitted electronically); (c) completed Speaking Examination Summary Form(s).

## (a) Recorded sample

Each Centre must provide a sample of speaking tests, to be recorded on CD. The size of the sample required is given in the instructions on the back of the Speaking Examination Summary Form.

Please ensure that you do not send the recordings of all the candidates (unless there are 10 or fewer). Ideally the sample should be transferred to one or two CDs. You should keep a copy of the recorded sample in case of loss or damage to the original. If the sample sent to Cambridge is inaudible or faulty in any way, you may be asked to provide a replacement.

The teacher responsible for internal moderation at the Centre must ensure that the sample covers the whole mark range of the candidates at the Centre, with marks spaced as evenly as possible from the top mark to the lowest mark. Where there is more than one teacher involved, the sample must include, in equal number, candidates tested by all teachers.

For instructions on recording the samples, see Section 14. CDs must be sent to Cambridge together with completed documents. CDs must be clearly labelled with the Centre number of the candidates whose speaking tests have been submitted.

## (b) Form MS1

The computer-printed school-based assessment mark sheet (Form MS1) has three parts:

- The top sheet must be sent to Cambridge in the separate envelope provided.
- The middle sheet (which is for the external moderator's use) must be sent separately to Cambridge, together with the sample recording and Speaking Examination Summary Form(s).
- The bottom sheet must be retained by the Centre in case of postal loss or subsequent enquiries, until after the issue of results.

Form MS1 is to be completed by transferring the mark for each candidate from the 'total mark' column, or the 'internally moderated mark' column if a process of internal moderation has taken place, onto the Speaking Examination Summary Form.

Centres submitting marks electronically must include a printout of the internal marks report, together with the recorded sample and Speaking Examination Summary Form.

### (c) Speaking Examination Summary Form

This is a document on which marks for each candidate are to be entered in detail. Instructions for its completion are found on the reverse of the form. The form must be submitted together with the recorded sample and the middle MS1 copy (or printout of marks submitted electronically).

Please be careful to check all mark additions. The Speaking Examination Summary Form must show the breakdown of marks for all the candidates, not just those selected for the sample. Please put an asterisk (\*) against the names of candidates whose speaking tests have been submitted on the CD. The candidates' names should appear in the same order on both the summary form and the MS1.

7. The sample CD(s), along with completed MS1 (or printout of marks submitted electronically) and Speaking Examination Summary Form, should be returned to Cambridge as soon as the tests have been completed at the Centre. Please do not wait until the end of the assessment period before sending them.

#### CONDUCTING THE SPEAKING TESTS

8.

# Please note

- 1. The warm-up section may give the examiner an indication of the best card to select **but the** examiner must not allow the candidate to lead the choice of topic.
- 2. The speaking assessment cards <u>must not be opened</u> until one working day before the test.
- 3. All tests must be recorded **in full throughout**. The recording must not be paused or stopped at any point during the test.

The speaking tests should proceed as follows:

- **Part A** Start the recording. Give the candidate's name and number. Welcome the candidate and explain briefly what is going to happen in the course of the test.
- Part B Warm-up section. Conduct a general conversation by asking the candidate a few questions about herself/himself, hobbies and interests and general topics, to give the candidate time to get used to the examination situation. The purpose of this section of the test is to put candidates at their ease. 2–3 minutes should be spent on this section.
- Part C Give the speaking assessment card to the candidate. This must take place AFTER the warm-up. Any necessary explanation should be given at this point, followed by a short preparation period (2–3 minutes), when the candidate may ask questions. The candidate may not make notes during this period.

Please note: the preparation period must be recorded.

Part D Main part of the test. Conversation based on the speaking assessment card. Either the examiner or the candidate may start the conversation. The prompts must be used in the order they appear on the card. All prompts must be used. Do not allow candidates to deliver speeches or monologues at any point during the test. The main part of the test should last 6–9 minutes.

The total duration of the speaking test, from the beginning of (A) to the end of (D), should be approximately 10–15 minutes and recorded in full.

Note that only (D) is to be assessed.

The speaking test must be conducted in English throughout.

- **9.** Examination conditions must prevail in the area where the speaking tests take place. Adequate supervision must be provided to ensure that candidates leaving the room where the speaking tests take place do not communicate with those waiting to enter.
- **10.** No other person should be present during the speaking tests, with the exception of another teacher/examiner, moderator or representative of Cambridge.
- **11.** Candidates are not allowed to bring any notes into the examination room, nor are they allowed to consult dictionaries.

- 12. A range of speaking assessment cards is provided, and the examiner (not the candidate) chooses the card to be used for each candidate. As wide a variety as possible of the cards should be used during the speaking tests at the Centre. In order that candidates are given every chance to do themselves justice, the speaking assessment card should be selected with care. However, it should not be pre-selected before the speaking test. The warm-up may give the examiner an indication of the best card to select but the examiner must not allow the candidate to lead the choice of topic.
- **13.** The examiner should be positioned so that he or she is facing the candidate, with a table or desk in between. Candidates should not be able to see notes made on Speaking Examination Summary Forms or similar paperwork.

#### RECORDING THE SAMPLE

14. Centres must ensure that their recording equipment is in good working order. The recording equipment should be tested on site, some time before the actual speaking tests, ideally with one of the candidates. It is important to check audibility levels before recording begins; adjustments to the volume control during an examination should normally be avoided. Care should be taken to avoid extraneous noise and long gaps. Checks should be made throughout the speaking testing session to ensure that voices are clearly audible.

Once the speaking test has begun, the recording must run without interruption.

Each CD should begin with a clear statement by the examiner as follows:

Centre number: [e.g.] AZ 999

Centre name: [e.g.] Abcxyz Academy

Examination: 0511 English as a Second Language

Examiner name: [e.g.] Ms Z. Abced
Date: [e.g.] 1 October 2016

Each candidate should be clearly indicated by the examiner as follows:

Candidate number: [e.g.] 0021

Candidate name: [e.g.] Abdi Zachariah

At the end of the recording, the examiner should state clearly 'end of recording'.

Before the sample CD is despatched, spot checks must be made to ensure that every candidate is clearly audible. The contents of each sample CD must be clearly labelled. Each track on the sample CD should be renamed, giving the candidate name and number, rather than 'track 1', 'track 2', etc.

## **GENERAL ADVICE**

**15.** Please bear the following in mind when marking:

**Be objective.** Do not allow any knowledge of a candidate's personality and attributes to influence objective assessment. For example, knowledge that a candidate is very conscientious in his or her homework is irrelevant in assessing his or her speaking test. If the candidate's performance is affected because she or he faces difficult circumstances or personal problems at the time of the test, this is a matter to be dealt with via special considerations procedures, for which exams officers at Centres complete separate documentation. Examiners must not make any separate allowance themselves.

**Be realistic.** Remember that it is not necessary for a candidate to be of native speaker standard to be given maximum marks within any single category. But knowledge of a candidate's first language must not lead an examiner to ignore particular habitual errors and overlook inaccuracy.

**Be consistent.** It is important that the marking criteria are applied in the same way for all the candidates at the Centre, so that a reliable rank order for the Centre is obtained.

**Be positive.** Marking the test should be seen as giving credit for what candidates can do, not penalising them for what they cannot do. This does not mean that matters of inaccuracy in, for example, grammar and pronunciation are to be overlooked, but is a reminder that <u>an IGCSE speaking test is intended to credit positive achievement.</u>

- **16.** To conduct speaking tests effectively:
  - try to put candidates at their ease from the outset (smiling as they enter the room, indicating where they should sit) while maintaining a clear sense that the speaking test is being conducted in a formal examination situation
  - show interest, even in mundane matters
  - use 'open' questions which allow candidates to respond at length, not 'closed' questions which prompt yes/no answers.

### Please avoid:

- walking about or distracting candidates
- interrupting with your own views or correcting mistakes
- showing undue surprise or impatience
- giving the impression that there are 'right' answers to questions or that the test is a test of knowledge
- indicating how well the candidate has performed during or after the test.

# **MARKING CRITERIA**

Give a mark out of 10 for each category (structure, vocabulary, development and fluency), and then add these marks to give an overall total out of 30.

Mark	Structure	Vocabulary	Development and Fluency
9–10	The candidate demonstrates ability to use a variety of structures accurately and consistently. The candidate is confidently in control of the structures used.	The candidate shows enough command of vocabulary to respond with precision. Shades of meaning are achieved and some sophisticated ideas are communicated.	The candidate shows sustained ability to maintain a conversation and to contribute at some length. The candidate can respond to change in direction of the conversation.  Pronunciation and intonation are clear.
7–8	Structures will be generally sound, but will not be used entirely accurately or with consistent confidence. There will be some errors in attempting to use more complex sentences.	The candidate has a sufficient range of vocabulary to convey information and ideas with competence and some confidence.	The candidate responds relevantly and at length, which makes frequent prompting unnecessary, resulting in a competent conversation.  Pronunciation and intonation are generally clear.
5–6	The candidate can use simple structures securely but has difficulty venturing beyond them.	Vocabulary conveys simple ideas and information clearly. Errors are noticeable, however, and only partial competence is achieved.	The candidate makes an attempt to respond to questions and prompts. Effort will need to be made to develop the conversation; only partial success will be achieved.  There is some lack of clarity of pronunciation and intonation, but it is unlikely to impede communication.
3–4	Structures will generally be very simple, limited and with errors, which will restrict communication.	Vocabulary is not wide or varied and there will be difficulty in conveying simple ideas. There is likely to be hesitation, repetition and searching for words.	Responses tend to be brief and widely spaced. The candidate has to be encouraged to go beyond short responses and struggles to develop a conversation.  Pronunciation and intonation cause some communication difficulty.
1–2	Attempts at structured sentences will rarely achieve communication. However, some attempt at a response will be made during the discussion.	Vocabulary will generally be inadequate to convey even simple ideas.	Responses are so brief that little is communicated. The candidate hardly engages in a conversation.  Pronunciation and intonation patterns cause difficulty for even the most sympathetic listener.
0	Completely limited/no attempt at a response.	Completely limited/no attempt at a response.	Completely limited/no attempt at a response.

#### A Influences

## Candidate's Card

Different people or things can make us change the way we behave.

Discuss this topic with the examiner.

# Use the following prompts, in the order given below, to develop the conversation:

- who or what influences you, and why
- what happened when you were influenced by someone or something
- the kinds of things which are effective in influencing people, and why (e.g. advertising)
- the idea that younger people tend to be more easily influenced than others
- the view that very successful people will always be the most influential.

You may introduce **related** ideas of your own to expand on these prompts.

Remember, you are not allowed to make any written notes.

#### Notes for the teacher/examiner

#### Part A

Start the recording and state the candidate's name and number. Welcome the candidate and explain briefly what is going to happen in the course of the test. Remind the candidate that only Part D is assessed.

### Part B

Conduct a 2–3 minute warm-up. Talk about the candidate's personal interests, hobbies and general topics. The main aim is to put the candidate at ease. Please do not talk about examinations or feeling nervous. You should also try to elicit areas of interest which may give you an indication of an appropriate speaking assessment card for Part D. If this is not possible, please select a topic which will work well for the candidate. Cards should not be chosen at random.

## Part C

Give the speaking assessment card to the candidate, stating which card has been given. Allow the candidate 2–3 minutes to prepare for the conversation. The candidate may ask questions during this phase for clarification, but do not allow the candidate to make written notes. The speaking assessment must be recorded throughout this period.

## Part D The assessed phase

## **B** Photographs

### Candidate's Card

We take photographs so that we can look at them and share them with others.

Discuss this topic with the examiner.

# Use the following prompts, in the order given below, to develop the conversation:

- times when you, or people you know, take photographs, and why
- some of your favourite photographs
- how new technologies have changed the way we take and share photographs
- the view that a person's photograph should never be published without that person's agreement
- the suggestion that a photograph should always represent reality and must never be changed.

You may introduce **related** ideas of your own to expand on these prompts.

Remember, you are not allowed to make any written notes.

### Notes for the teacher/examiner

## Part A

Start the recording and state the candidate's name and number. Welcome the candidate and explain briefly what is going to happen in the course of the test. Remind the candidate that only Part D is assessed.

### Part B

Conduct a 2–3 minute warm-up. Talk about the candidate's personal interests, hobbies and general topics. The main aim is to put the candidate at ease. Please do not talk about examinations or feeling nervous. You should also try to elicit areas of interest which may give you an indication of an appropriate speaking assessment card for Part D. If this is not possible, please select a topic which will work well for the candidate. Cards should not be chosen at random.

# Part C

Give the speaking assessment card to the candidate, stating which card has been given. Allow the candidate 2–3 minutes to prepare for the conversation. The candidate may ask questions during this phase for clarification, but do not allow the candidate to make written notes. The speaking assessment must be recorded throughout this period.

## Part D The assessed phase

## C Team sports

## Candidate's Card

Team sports involve groups of people competing against each other.

Discuss this topic with the examiner.

# Use the following prompts, in the order given below, to develop the conversation:

- team sports that you enjoy, and why
- whether you prefer watching team sports or taking part in them
- reasons why people like team sports more than individual sports
- the suggestion that everyone must take part in a team sport once a week
- the view that all professional team players are only motivated by money and fame.

You may introduce **related** ideas of your own to expand on these prompts.

Remember, you are not allowed to make any written notes.

#### Notes for the teacher/examiner

#### Part A

Start the recording and state the candidate's name and number. Welcome the candidate and explain briefly what is going to happen in the course of the test. Remind the candidate that only Part D is assessed.

### Part B

Conduct a 2–3 minute warm-up. Talk about the candidate's personal interests, hobbies and general topics. The main aim is to put the candidate at ease. Please do not talk about examinations or feeling nervous. You should also try to elicit areas of interest which may give you an indication of an appropriate speaking assessment card for Part D. If this is not possible, please select a topic which will work well for the candidate. Cards should not be chosen at random.

## Part C

Give the speaking assessment card to the candidate, stating which card has been given. Allow the candidate 2–3 minutes to prepare for the conversation. The candidate may ask questions during this phase for clarification, but do not allow the candidate to make written notes. The speaking assessment must be recorded throughout this period.

## Part D The assessed phase

#### D The internet

## Candidate's Card

Many people use the internet on a daily basis.

Discuss this topic with the examiner.

# Use the following prompts, in the order given below, to develop the conversation:

- why you use the internet
- what you would do differently if there was no internet
- the idea that the internet is always the best source of information
- the view that the internet has improved our ability to communicate with other people
- the suggestion that governments should monitor all material on the internet.

You may introduce **related** ideas of your own to expand on these prompts.

Remember, you are not allowed to make any written notes.

#### Notes for the teacher/examiner

#### Part A

Start the recording and state the candidate's name and number. Welcome the candidate and explain briefly what is going to happen in the course of the test. Remind the candidate that only Part D is assessed.

### Part B

Conduct a 2–3 minute warm-up. Talk about the candidate's personal interests, hobbies and general topics. The main aim is to put the candidate at ease. Please do not talk about examinations or feeling nervous. You should also try to elicit areas of interest which may give you an indication of an appropriate speaking assessment card for Part D. If this is not possible, please select a topic which will work well for the candidate. Cards should not be chosen at random.

## Part C

Give the speaking assessment card to the candidate, stating which card has been given. Allow the candidate 2–3 minutes to prepare for the conversation. The candidate may ask questions during this phase for clarification, but do not allow the candidate to make written notes. The speaking assessment must be recorded throughout this period.

## Part D The assessed phase

#### E Words

### Candidate's Card

We often have to be careful with the words we choose in different situations.

Discuss this topic with the examiner.

# Use the following prompts, in the order given below, to develop the conversation:

- some words that you do or don't use often, and why
- a situation when you had to think carefully about the words you used
- whether we are always able to accurately explain our thoughts and feelings
- the view that it isn't important what words are used when organisations communicate with the public
- the opinion that without good vocabulary, a person can never be powerful.

You may introduce **related** ideas of your own to expand on these prompts.

Remember, you are not allowed to make any written notes.

### Notes for the teacher/examiner

### Part A

Start the recording and state the candidate's name and number. Welcome the candidate and explain briefly what is going to happen in the course of the test. Remind the candidate that only Part D is assessed.

# Part B

Conduct a 2–3 minute warm-up. Talk about the candidate's personal interests, hobbies and general topics. The main aim is to put the candidate at ease. Please do not talk about examinations or feeling nervous. You should also try to elicit areas of interest which may give you an indication of an appropriate speaking assessment card for Part D. If this is not possible, please select a topic which will work well for the candidate. Cards should not be chosen at random.

### Part C

Give the speaking assessment card to the candidate, stating which card has been given. Allow the candidate 2–3 minutes to prepare for the conversation. The candidate may ask questions during this phase for clarification, but do not allow the candidate to make written notes. The speaking assessment must be recorded throughout this period.

# Part D The assessed phase

#### F The senses

## Candidate's Card

We use the five main senses of sight, hearing, smell, taste and touch to understand the world around us.

Discuss this topic with the examiner.

## Use the following prompts, in the order given below, to develop the conversation:

- the senses you use when you are doing an everyday activity
- what life would be like if you lost one of the main senses
- the ways humans can benefit from the highly developed senses of animals
- the suggestion that modern lifestyles can have a negative effect on our senses
- the view that electronic devices can never replace our main senses.

You may introduce **related** ideas of your own to expand on these prompts.

Remember, you are not allowed to make any written notes.

#### Notes for the teacher/examiner

### Part A

Start the recording and state the candidate's name and number. Welcome the candidate and explain briefly what is going to happen in the course of the test. Remind the candidate that only Part D is assessed.

# Part B

Conduct a 2–3 minute warm-up. Talk about the candidate's personal interests, hobbies and general topics. The main aim is to put the candidate at ease. Please do not talk about examinations or feeling nervous. You should also try to elicit areas of interest which may give you an indication of an appropriate speaking assessment card for Part D. If this is not possible, please select a topic which will work well for the candidate. Cards should not be chosen at random.

### Part C

Give the speaking assessment card to the candidate, stating which card has been given. Allow the candidate 2–3 minutes to prepare for the conversation. The candidate may ask questions during this phase for clarification, but do not allow the candidate to make written notes. The speaking assessment must be recorded throughout this period.

# Part D The assessed phase

## G Reality TV

## Candidate's Card

Reality TV programmes often show people in unfamiliar situations doing real-life things.

Discuss this topic with the examiner.

# Use the following prompts, in the order given below, to develop the conversation:

- what happened in a reality TV programme you have seen or heard about
- whether you would like to take part in a reality TV programme, and why
- reasons people of different ages like watching reality TV programmes
- the view that being in a reality TV programme is a life-changing experience
- the opinion that watching reality TV programmes does not benefit the viewer in any way.

You may introduce **related** ideas of your own to expand on these prompts.

Remember, you are not allowed to make any written notes.

#### Notes for the teacher/examiner

#### Part A

Start the recording and state the candidate's name and number. Welcome the candidate and explain briefly what is going to happen in the course of the test. Remind the candidate that only Part D is assessed.

### Part B

Conduct a 2–3 minute warm-up. Talk about the candidate's personal interests, hobbies and general topics. The main aim is to put the candidate at ease. Please do not talk about examinations or feeling nervous. You should also try to elicit areas of interest which may give you an indication of an appropriate speaking assessment card for Part D. If this is not possible, please select a topic which will work well for the candidate. Cards should not be chosen at random.

## Part C

Give the speaking assessment card to the candidate, stating which card has been given. Allow the candidate 2–3 minutes to prepare for the conversation. The candidate may ask questions during this phase for clarification, but do not allow the candidate to make written notes. The speaking assessment must be recorded throughout this period.

## Part D The assessed phase

# **H** Electricity

## Candidate's Card

We rely on electricity and find it challenging when it is not available.

Discuss this topic with the examiner.

# Use the following prompts, in the order given below, to develop the conversation:

- how you can save on electricity use at home or at school
- what your life might be like without electricity
- the advantages and disadvantages of generating your own electricity
- the view that it is companies, not consumers, who are responsible for reducing electricity use
- the suggestion that it is possible for a country to develop without having a reliable supply of electricity.

You may introduce **related** ideas of your own to expand on these prompts.

Remember, you are not allowed to make any written notes.

#### Notes for the teacher/examiner

### Part A

Start the recording and state the candidate's name and number. Welcome the candidate and explain briefly what is going to happen in the course of the test. Remind the candidate that only Part D is assessed.

# Part B

Conduct a 2–3 minute warm-up. Talk about the candidate's personal interests, hobbies and general topics. The main aim is to put the candidate at ease. Please do not talk about examinations or feeling nervous. You should also try to elicit areas of interest which may give you an indication of an appropriate speaking assessment card for Part D. If this is not possible, please select a topic which will work well for the candidate. Cards should not be chosen at random.

### Part C

Give the speaking assessment card to the candidate, stating which card has been given. Allow the candidate 2–3 minutes to prepare for the conversation. The candidate may ask questions during this phase for clarification, but do not allow the candidate to make written notes. The speaking assessment must be recorded throughout this period.

# Part D The assessed phase

#### I Routines

## Candidate's Card

A routine is when we regularly do the same thing in the same way.

Discuss this topic with the examiner.

# Use the following prompts, in the order given below, to develop the conversation:

- what daily routines you have
- whether your daily routines differ from those of other people you know
- the advantages and disadvantages of following strict routines set by other people
- the opinion that people working within an organisation should always follow the same routines
- the view that routines destroy creative thinking.

You may introduce **related** ideas of your own to expand on these prompts.

Remember, you are not allowed to make any written notes.

#### Notes for the teacher/examiner

#### Part A

Start the recording and state the candidate's name and number. Welcome the candidate and explain briefly what is going to happen in the course of the test. Remind the candidate that only Part D is assessed.

### Part B

Conduct a 2–3 minute warm-up. Talk about the candidate's personal interests, hobbies and general topics. The main aim is to put the candidate at ease. Please do not talk about examinations or feeling nervous. You should also try to elicit areas of interest which may give you an indication of an appropriate speaking assessment card for Part D. If this is not possible, please select a topic which will work well for the candidate. Cards should not be chosen at random.

## Part C

Give the speaking assessment card to the candidate, stating which card has been given. Allow the candidate 2–3 minutes to prepare for the conversation. The candidate may ask questions during this phase for clarification, but do not allow the candidate to make written notes. The speaking assessment must be recorded throughout this period.

## Part D The assessed phase

## J Advertising

## Candidate's Card

Advertisements can persuade us to buy something we don't even need.

Discuss this topic with the examiner.

# Use the following prompts, in the order given below, to develop the conversation:

- a time when you, or someone you know, bought something because of an advertisement
- the types of advertisements which appeal to you, and why
- whether there should be a limit to the amount of on-screen advertising
- the view that a company can advertise successfully without researching its target audience
- the opinion that it is only the advertising company who benefits from advertisements.

You may introduce **related** ideas of your own to expand on these prompts.

Remember, you are not allowed to make any written notes.

#### Notes for the teacher/examiner

#### Part A

Start the recording and state the candidate's name and number. Welcome the candidate and explain briefly what is going to happen in the course of the test. Remind the candidate that only Part D is assessed.

### Part B

Conduct a 2–3 minute warm-up. Talk about the candidate's personal interests, hobbies and general topics. The main aim is to put the candidate at ease. Please do not talk about examinations or feeling nervous. You should also try to elicit areas of interest which may give you an indication of an appropriate speaking assessment card for Part D. If this is not possible, please select a topic which will work well for the candidate. Cards should not be chosen at random.

## Part C

Give the speaking assessment card to the candidate, stating which card has been given. Allow the candidate 2–3 minutes to prepare for the conversation. The candidate may ask questions during this phase for clarification, but do not allow the candidate to make written notes. The speaking assessment must be recorded throughout this period.

## Part D The assessed phase

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