Integrated Skills in English

ISE III

TRINITY COLLEGE LONDON

The Controlled Written examination

Wednesday 12 November 2008 10.00am–12.30pm

Your full name: .....
(BLOCK CAPITALS)

Candidate registration number: .....

Centre: .....

Time allowed: 2 hours 30 minutes

Instructions to candidates

1. Write your name, candidate number and centre number on the front of this examination paper.
2. You must not open this examination paper until instructed to do so.
3. This examination paper contains **three** tasks. You must complete **all** tasks.
4. Use blue or black pen, not pencil.
5. Write your answers on the examination paper.
6. Do all rough work on the examination paper. Cross through any work you do not want marked.
7. You must not use a dictionary in this examination.
8. You must not use correction fluid on the examination paper.

Information for candidates

The tasks in this examination have equal weighting.
You are advised to spend about 70 minutes on Task 1, 40 minutes on Task 2 and about 40 minutes on Task 3.

Examiner's use only					
Task 1					
Task fulfilment	A	B	C	D	E
Accuracy and range	A	B	C	D	E
Task 2					
Task fulfilment	A	B	C	D	E
Accuracy and range	A	B	C	D	E
Task 3					
Task fulfilment	A	B	C	D	E
Accuracy and range	A	B	C	D	E

Integrated Skills in English III

Time allowed: 2 hours 30 minutes

This examination paper contains three tasks. You must complete all tasks.

Task 1 — Reading into writing task

Read the information below. Then, **in your own words**, write an article (approximately 300 words) for a teenage magazine:

i) explaining how the partnership between 'Bebo' and broadcasters will increase entertainment choices for young people in the UK, discussing the merits of the idea **and**

ii) saying how far you believe it is important for old and new media to be merged in this way for all age groups.

Broadcasters in deal with social networking website

The UK's biggest social networking site, 'Bebo', recently announced partnerships with a string of broadcasters, including the BBC, Channel 4, Sky, ITN and CBS, in a move hailed as one of the most significant yet in marrying old and new media.

Traditional broadcasters hope that distributing and marketing their programmes to Bebo's 40 million users will help them reconnect with the so-called 'lost TV generation' of 13 to 24-year-olds, who make up the social networking site's core audience.

Bebo users will be able to collect and store clips from behind-the-scenes MTV footage, ITN entertainment news and a host of other items within their own 'Personal Video Profile', displaying them on their homepage and sharing them with friends. In future, broadcasters are also likely to use Bebo to premiere programmes before they are shown on television in an attempt to build up an early following.

A fierce battle is taking place for elusive younger consumers, who are increasingly turning their backs on traditional media. Advertisers are terrified of no longer being able to reach young audiences, while broadcasters and other traditional media owners are seeing mass audiences eroded.

Bebo claims to be the most popular social networking site in Britain, with 10.7 million users spending an average of 35 to 40 minutes a day on it. Globally it is third to rivals 'MySpace' and 'Facebook'.

Andy Duncan, Chief Executive of Channel 4, said it was, 'the start of an exciting partnership and the launch pad for future innovations around new formats and existing successful shows.'

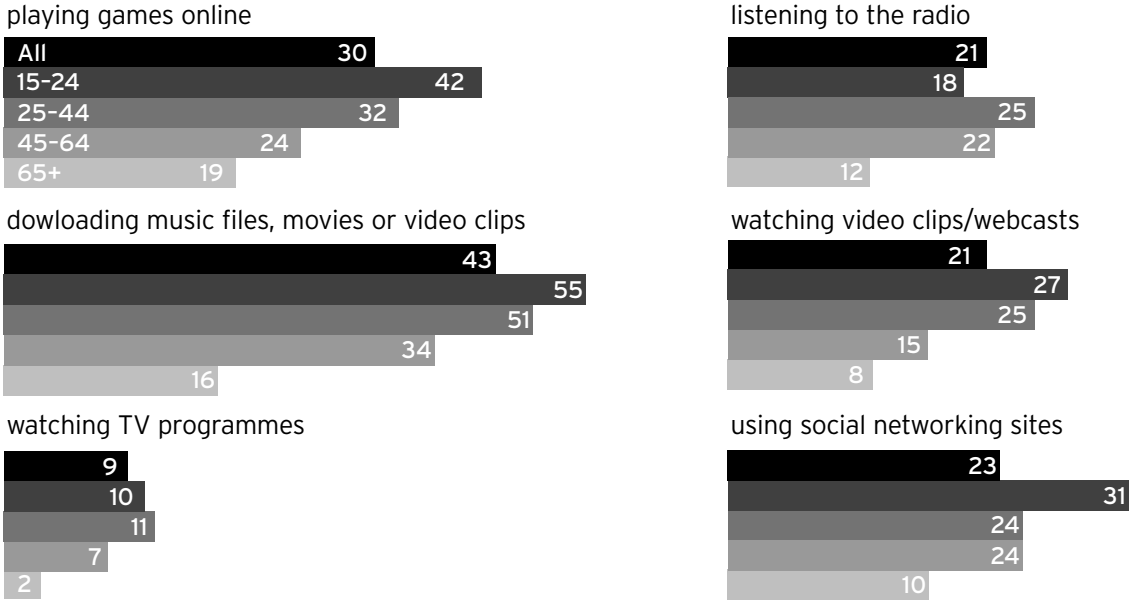
The power of online video was first demonstrated by the explosion in popularity of video-sharing site 'YouTube', much of which was driven by traditional broadcasts being made available illegally, as well as user-generated content.

Use your own words as far as possible. No marks for answers copied from the reading texts.
You must make reference to both the text and the graphic information in your answer.

This examination paper contains **three** tasks. You must complete **all** tasks.

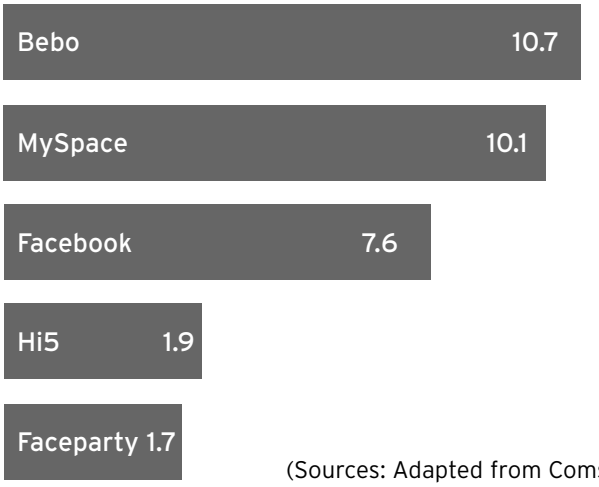
How the internet is used in the UK

% of households who use the internet for:



The top social networking sites in the UK

Millions of users



Total UK
internet audience

31.8m

(Sources: Adapted from Comscore World Metrix, Ofcom Research, *www.mediaguardian.co.uk*)

Turn over page

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Task 2 — Correspondence task

A television company has been accused of inappropriate advertising and has responded with the following statement in a national newspaper:

> Television advertising has become an art form and should be allowed total freedom of expression. We welcome viewers' opinions.

Write a letter (approximately 250 words) to the Editor of the newspaper explaining to what extent you agree with the above statement, supporting your argument with relevant examples.

Turn over page

This examination paper contains **three** tasks. You must complete **all** tasks.

Turn over page

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Task 3 — Creative writing task

Write a story (approximately 250 words) for a writing competition that begins with the words, '*James gazed out of the window, watching the raindrops running down the glass and wishing that something would happen*.'

Turn over page

This examination paper contains **three** tasks. You must complete **all** tasks.

Turn over page

End of examination

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