

## ● Academic Essays Task 1 - Topic 1

Line graph

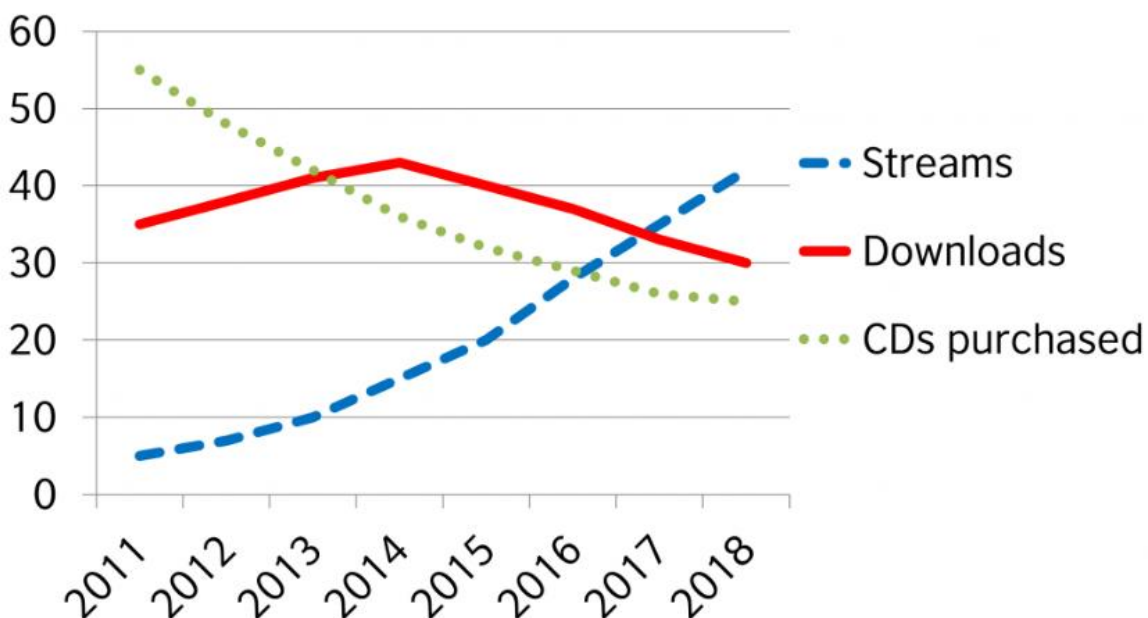
1. The graph below shows how people buy music.

Summarise the information by selecting and reporting the main features, and make comparisons where relevant.

## ● Sample Answer

### Percentage of total music sales by method

Percentage



The line graph depicts the changes in music purchasing patterns between 2011 and 2018. The data emphasizes the rising preference for streaming as the primary means of music consumption, while CD sales declined and downloads fluctuated.

As can be clearly seen on the visual, In 2011, CDs accounted for the majority of music purchases, representing over 55% of total sales. Conversely, downloads accounted for a lower percentage, approximately 20% less than CD sales, while streams had the smallest share at 5%.

Over the years, CD sales steadily decreased, reaching almost 25% of total music sales. However, the popularity of streams displayed an opposite trend, steadily increasing and surpassing both CDs and downloads in 2016 and 2017. By 2018, streams claimed the largest share at 40%.

Interestingly, despite becoming the most popular method of purchase in 2014, downloads experienced a decline of over 10% in market share towards the end of the period.

Word count: 152

Score: Band 6.0

- **Grading according to the band descriptors:**

**Task Response: 6.0**

The response addresses all aspects of the task and provides a clear overview of the main trends in the data.

**Coherence and Cohesion: 6.0**

The essay demonstrates good coherence and cohesion by using appropriate linking words and phrases to connect ideas and present a logical flow of information.

**Lexical Resource: 6.0**

The vocabulary used is suitable and varied, with appropriate terminology related to music purchasing trends.

**Grammatical Range and Accuracy: 6.0**

The essay shows a range of grammatical structures and generally accurate use of grammar throughout the text.

## ● Academic Essays Task 2 - Topic 1

1. Many today feel that attention spans are becoming shorter due to the prevalence of social media.

To what extent do you agree or disagree?

## ● Sample Answer

In today's digital age, concerns have been raised about the shortening attention spans of individuals, largely attributed to the prevalence of social media. While I agree to some extent that social media can influence attention spans, I believe that other factors also contribute to this phenomenon.

Undeniably, social media platforms are designed to capture users' attention swiftly. The constant stream of posts, videos, and messages, combined with the rapid pace of scrolling, can lead to reduced focus on important matters. Furthermore, the habit of multitasking on social media can hamper overall alertness, making it challenging to maintain prolonged attention to a single task or topic.

Nonetheless, it would be unjust to solely attribute shorter attention spans to social media. Personal characteristics and habits are equally influential factors. Each individual's environment and lifestyle play a significant role in shaping their attention span. Thus, it is essential to consider a broader context beyond social media alone.

Moreover, social media does offer certain advantages that cannot be disregarded. It serves as a powerful tool for sharing information, fostering meaningful discussions, and exposing users to diverse perspectives. Engaging with informative and thought-provoking content can actually enhance cognitive abilities and critical thinking, contradicting the notion that social media inherently damages attention spans.

In conclusion, while it is evident that social media can contribute to shorter attention spans due to its design and addictive nature, it is crucial to acknowledge that other factors also play a role. Personal characteristics, habits, and the overall environment also have a significant impact on an individual's attention span.

Word count: 258

Score: Band 6.0

- **Grading according to the band descriptors:**

**Task Response: 6.0**

The essay effectively addresses the topic and presents a clear opinion on the impact of social media on attention spans. It acknowledges the role of social media in contributing to shorter attention spans while also considering other factors. The response demonstrates a balanced view and adequately covers the main points required in the prompt.

**Coherence and Cohesion: 6.0**

The essay follows a logical structure with an introduction, body paragraphs, and a conclusion. Each paragraph focuses on a specific aspect and presents cohesive ideas. Transition words are used effectively to connect sentences and paragraphs.

**Lexical Resource: 6.0**

The essay utilizes a range of vocabulary, and key terms related to the topic are well-incorporated. There is evidence of vocabulary variety and some attempt to use less common words and phrases. However, further improvement in lexical diversity could enhance the essay.

**Grammatical Range and Accuracy: 6.0**

The essay demonstrates a good command of grammar with generally accurate sentence structures. However, there are occasional errors, though they do not impede comprehension.

## ● Academic Essays Task 1 - Topic 1

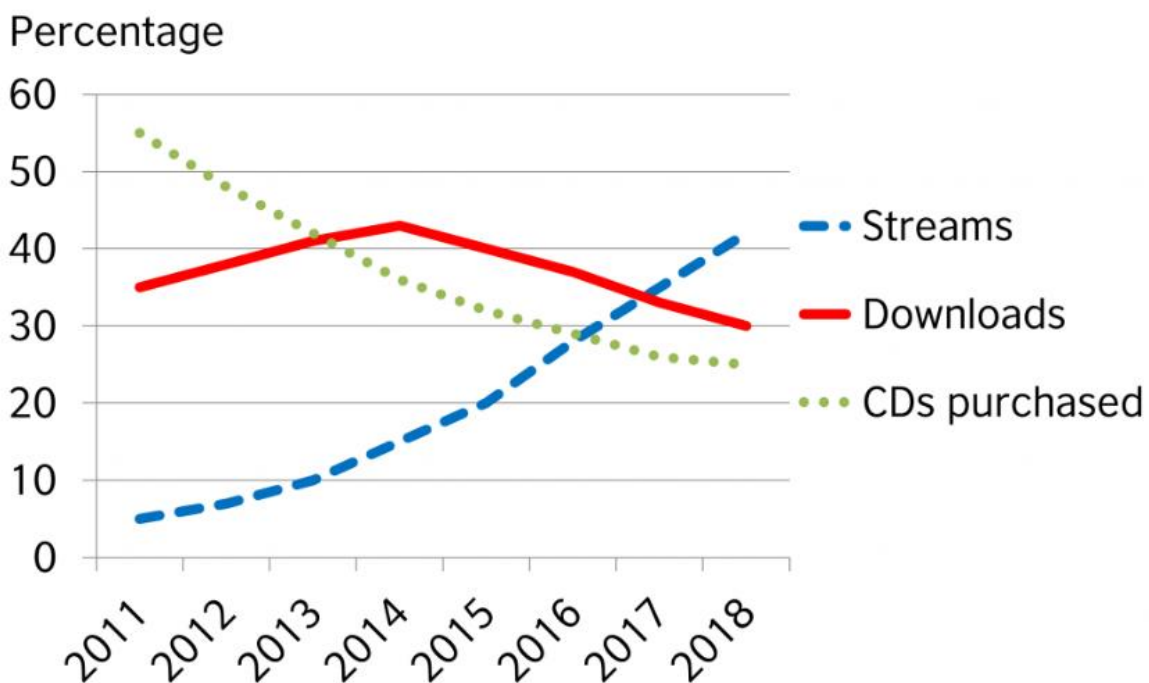
Line graph

1. The graph below shows how people buy music.

Summarise the information by selecting and reporting the main features, and make comparisons where relevant.

## ● Sample Answer

### Percentage of total music sales by method



The provided line graph illustrates the changes in **music purchasing trends** from 2011 to 2018.

**Overall**, the data **highlights** the shift towards streaming as the preferred method of **music consumption**, while CD sales **declined** and downloads **experienced fluctuations**.

According to the graph, in 2011, **the majority** of music purchases were CDs, **accounting for** over 55% of total sales. **Contrastively**, downloads represented a **lower percentage**, **approximately** 20% less than CD sales, while streams had the lowest share at 5%.

Over the years, CD sales **steadily declined**, reaching nearly 25% of total music sales. **However**, the purchase of streams **exhibited an opposing trend**, regularly increasing and **surpassing** both CDs and downloads in 2016 and 2017. By 2018, streams **claimed the largest share** at 40%.

Interestingly, despite becoming the most popular method of purchase in 2014, downloads **experienced a decrease of** over 10% in market share towards **the latter part** of the period.

Word count: 150

Score: Band 7.0

- **Grading according to the band descriptors:**

**Task Achievement: 7.0**

The essay provides a clear and concise overview of the information presented in the line graph. It accurately summarizes the main trends in music purchasing trends from 2011 to 2018, highlighting the shift towards streaming, the decline of CD sales, and the fluctuations in downloads. The information is presented in a logical and coherent manner.

**Coherence and Cohesion: 7.0**

The essay has a clear structure with an introduction, body paragraphs, and a conclusion. The ideas are presented in a logical order, and there is good use of linking words and phrases to connect the sentences and paragraphs. The overall progression of ideas is smooth and coherent.

**Lexical Resource: 7.0**

The vocabulary used in the essay is appropriate and varied. There is a good range of vocabulary related to music purchasing trends. The writer demonstrates control of vocabulary and uses terminology accurately.

**Grammatical Range and Accuracy: 7.0**

The essay demonstrates a good command of grammar. There are accurate and appropriate sentence structures used throughout the essay. There are no occasional errors that impede understanding or communication.



## ● Academic Essays Task 2 - Topic 1

1. Many today feel that attention spans are becoming shorter due to the prevalence of social media.

To what extent do you agree or disagree?

## ● Sample Answer

The **era of globalization** has led to the **popularity** of social media. Concerns have been raised that social media has **shortened** people's attention spans. While I **partly endorse** this assertion, I believe it is important to consider other factors and not solely **attribute** the decline in people's **mental faculties** to social media.

**To begin with**, social media **platforms** are **designed** to quickly capture attention with their **engaging content** and constant updates. The **fast-paced** nature of **scrolling through posts**, videos, and messages can contribute to shorter **bursts of attention**. This is because most of what is on social media **captivates attention**, leaving people with limited focus on other important matters. **Moreover**, the ease of **multitasking** on social media platforms can further reduce people's **alertness**.

**However**, there are other factors that negatively affect people's attention spans beyond social media usage. **Firstly**, environmental factors such as personal characteristics and habits also play significant roles. **Therefore**, it is unfair to blame social media as the **sole cause** of shorter attention spans. **Secondly**, social media has its benefits, including facilitating information sharing, **fostering** intellectual discussions, and exposing users to diverse perspectives. **Hence**, engaging with meaningful content and participating in thoughtful conversations can **enhance** people's **cognitive abilities** and **critical thinking skills**. This proves that social media alone cannot **hamper** attention spans.

**In conclusion**, while social media contributes to shorter attention spans, it is important to consider that other factors also **adversely** affect people's focus. By recognizing the **multifaceted** nature of attention spans, we can avoid **oversimplification**.

Word count: 250

Score: Band 7.5

- **Grading according to the band descriptors:**

**Task Response: 8.0**

The essay effectively addresses the prompt by discussing the impact of social media on attention spans. It presents a balanced view, acknowledging both the concerns about shortened attention spans and the influence of other factors. The writer's opinion is clearly stated and supported throughout the essay. The arguments are relevant and well-developed.

**Coherence & Cohesion: 7.5**

The essay is well-organized and coherent. It has a clear introduction, body paragraphs, and conclusion. The writer uses transition words and phrases effectively to connect ideas and maintain coherence. The flow of ideas is smooth, and there is a logical progression of thoughts.

**Lexical Resource: 8.0**

The essay demonstrates a good range of vocabulary, with appropriate use of academic and topic-specific words. The writer effectively uses collocations and phrases to express ideas. There is also an improvement in lexical variety compared to the previous version.

**Grammatical Range & Accuracy: 7.0**

The essay shows a strong command of grammar. The sentence structures are varied and accurate. The writer successfully avoids major grammatical errors and effectively communicates ideas. Minor errors are present but do not hinder understanding.