

# DESCRIBE YOUR STYLE

IN THREE WORDS



# RANK THE STYLES

1



2



3



4



5



Rank the styles from 1 (the most fashionable) to 5 (the least fashionable).

SOME PEOPLE SAY THE  
FASHION INDUSTRY HAS A  
BAD EFFECT ON PEOPLE'S  
LIVES.

Group 1: Discuss reasons for the statement.

Group 2: Discuss reasons against the  
statement.



# READ THE ESSAY BELOW AND CHECK IF ANY OF YOUR IDEAS APPEARED IN THE TEXT.

The society we live today is characterised by technology in constant development, fast speed processes, information travelling and getting to people at a blink of an eye and a complex web of social networking. In this context, the fashion industry is becoming increasingly important and having a more and more paramount role in our lives.

On one hand, the fashion industry is undeniably a source of profit and income. It hires millions of people all over the world and generates millions of dollars every year. Furthermore, such profitable business is also believed to be able to spread and make known the culture of people, encouraging and enhancing a better understanding of each other.

Nevertheless, for those who are neither impressed nor motivated by numbers and figures, the fashion industry is seen as one which segregates people, isolating those who not fit their laws and commands. It is stated that people place too much importance on appearance and the material, world, sadly true, and the fashion industry just spurs on such situation. Moreover, not only are the costs of fashion item unrealistically high, it is thought to be a money better spent on more pressing issues, such as poverty and hunger.

I do believe that the fashion industry, as it is today, has a harmful effect, because it values a minority of people in detriment to the majority. However, it has such a wide reach that, it put into a good use, it can save lives.



# READ THE ESSAY AGAIN. WHAT THREE POINTS ARE MENTIONED IN THE TEXT?

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READ THE EXAM TASK AGAIN AND CHECK IF ALL THREE POINTS WERE MENTIONED IN THE ESSAY.

In your English class you have been talking about the fashion industry. Now, your English teacher has asked you to write an essay.

Write an essay using **all** the notes and giving reasons for your point of view.

Some people say the fashion industry has a bad effect on people's lives.  
Do you agree?

**Notes**

Write about:

1. whether people's appearance is important
2. the price of clothes
3. .... (your own idea)

DOES THE STRUCTURE OF THE ESSAY HELP YOU IDENTIFY THE POINTS?

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## READ THE EXAMINER'S NOTES. DO YOU AGREE WITH THE SCORE?

Subscale	Mark	Commentary
Content	5	All content is relevant to the task and the target reader is fully informed. The candidate presents a balanced argument, discussing their own idea first. The essay then discusses the negative aspect of the fashion industry in relation to appearance. Finally, the high cost of fashion is mentioned in relation to the price of clothes.
Communicative Achievement	5	The conventions of essay writing are used effectively to hold the target reader's attention. The register and tone are appropriate and there is a range of suitable expressions which introduce both positive and negative aspects of the question, which are balanced throughout the essay. Straightforward and complex ideas are communicated.
Organisation	5	The essay is well organised and coherent. There is a clear overall structure and the ideas are linked effectively across paragraphs and sentences through the use of paraphrasing and referencing. Organisational patterns are used to good effect, for example, links are made between fashion and industry, fashion and finance and society throughout the text.
Language	5	There is a range of vocabulary, including less common lexis which is used appropriately in most cases. A range of simple and complex grammatical forms is used with control and flexibility to express more complex ideas. Although there are some errors, these mainly occur when more ambitious language is attempted and do not impede communication.

# READ TWO ESSAYS AND DECIDE WHICH ONE IS BETTER. WHY?

In today's world, the fashion industry has a strong importance in people's lives. The fashion industry say to the society what to wear and creates new types of clothes all the time.

Some people claim that the fashion industry has a bad effect on people's lives, they say that the fashion industry creates clothes that the society has to wear. Furthermore, the clothes' price is extremely high and people, who can't afford it, should not be in the society.

In the other hand, the fashion industry guide the people to be in a good appearance, because, nowadays, the appearance of the person is more important than the person itself.

In my opinion, the fashion industry doesn't have a bad influence on people's lives. It's something which was created to help people what to wear.

Fashion industry is very a discussed subject nowadays: they create and design new clothes everyday in order to satisfy some people needs.

There are many people who claim that the fashion industry is important and good for society. According to them, this industry design beautiful clothes and thanks to that every person can wear shirts, trousers or any acessory which is on today's fashion.

On the other hand, the fashion industry in some people opinion, controls the market of clothes and because of that they can't wear what they want to. In addition, the industry can increase the price of clothes, forcing people who don't want to be "old-fashioned" to buy and pay a large amount of money to keep "beautiful".

In my opinion, we can't let the fashion industry decide what we must and mustn't wear. We shouldn't judge people for its appearance, because that is not important. We must wear whatever we like, want and feel comfortable with.



## READ THE ESSAYS AGAIN AND ASSESS THEM BASED ON THE CRITERIA BELOW.

Content: ...../5

Organisation: ...../5

Communicative Achievement: ...../5

Language: ...../5

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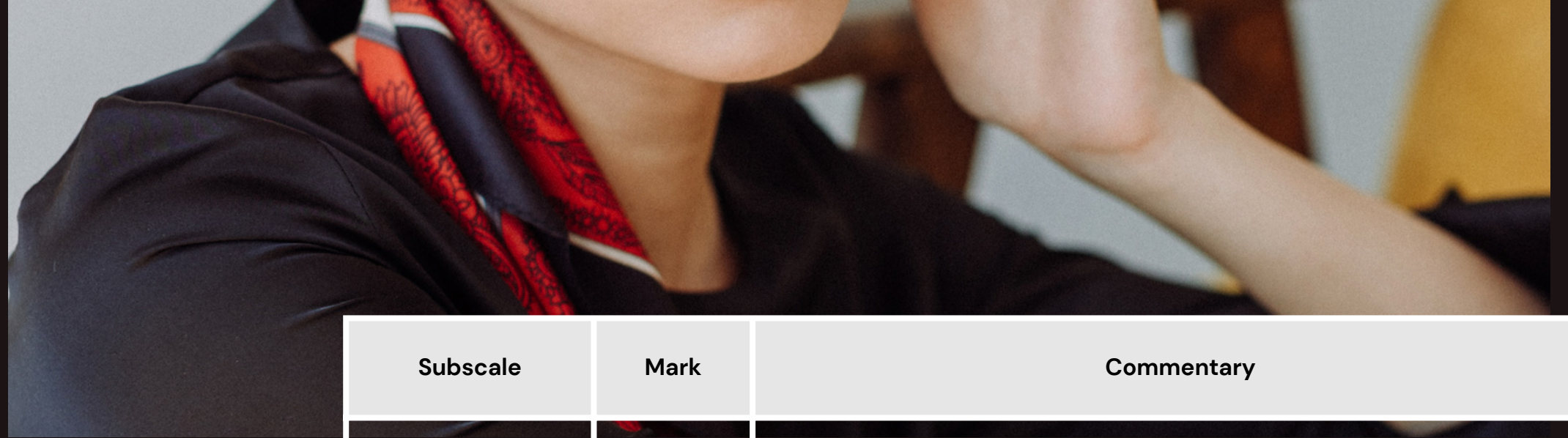
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Subscale	Mark	Commentary
Content	5	All content is relevant and the target reader is fully informed. The essay discusses the role of the fashion industry and expresses some negative aspects and also cost. The candidate also expresses their own idea, suggesting that the fashion industry has a lot of influence on people. The candidate concludes the essay with an opinion, which sums up the main points made.
Communicative Achievement	2	Some of the conventions of essay writing are used appropriately. The register and tone are formal and there are some expressions which are appropriate for an essay. There is also an introduction and a conclusion. Although straightforward ideas are communicated, the target reader's attention is not always held.
Organisation	2	The text is generally well organised and coherent. There is a clear structure to the text with an introduction, main body and conclusion. Paragraphs are used for the development of ideas. The text is connected using linking words and a limited number of cohesive devices, some of which are misused. More use of pronouns would limit the repetition of key phrases.
Language	2	There is a range of everyday, topic-specific vocabulary, which is used appropriately. Simple grammatical forms are used with a good degree of control. There are attempts to express ideas using a range of grammatical forms, passives and modals for example, but these are less successful. Errors are noticeable but meaning can still be determined.



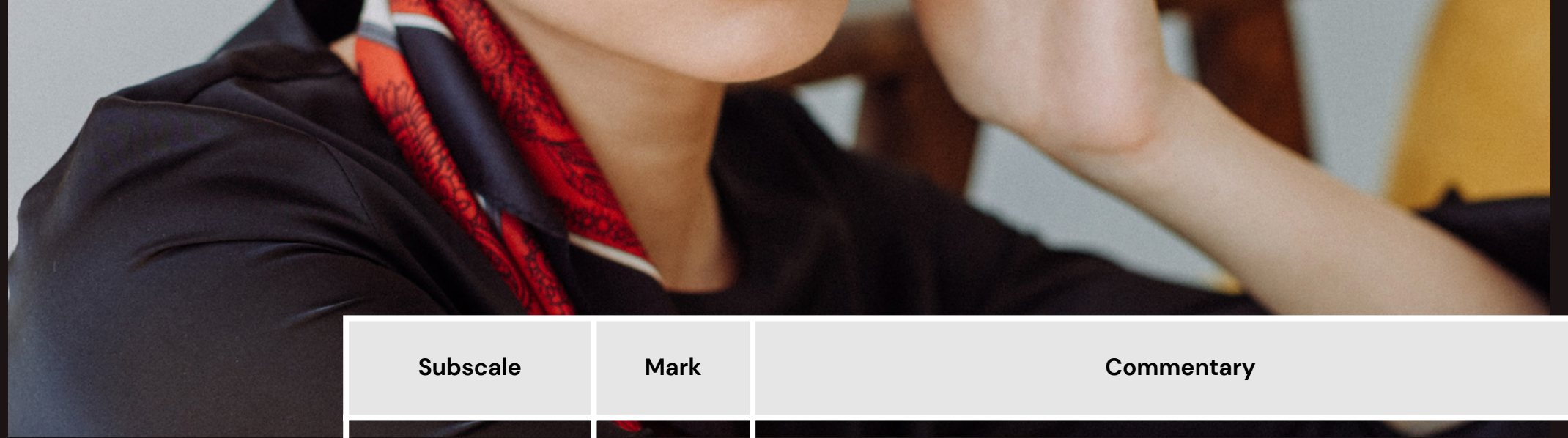
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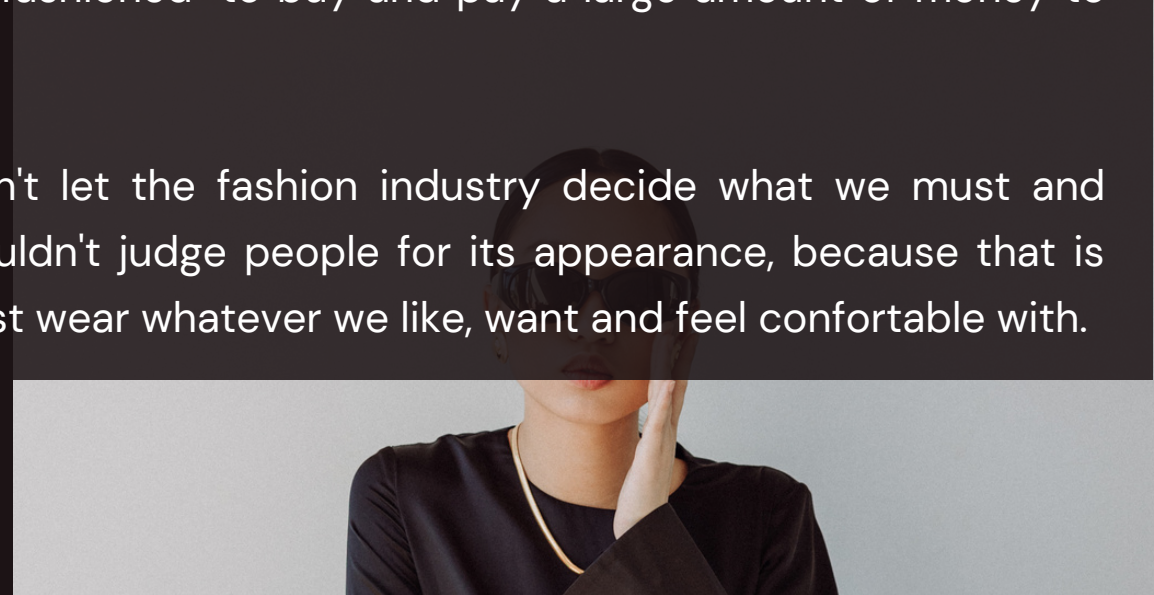
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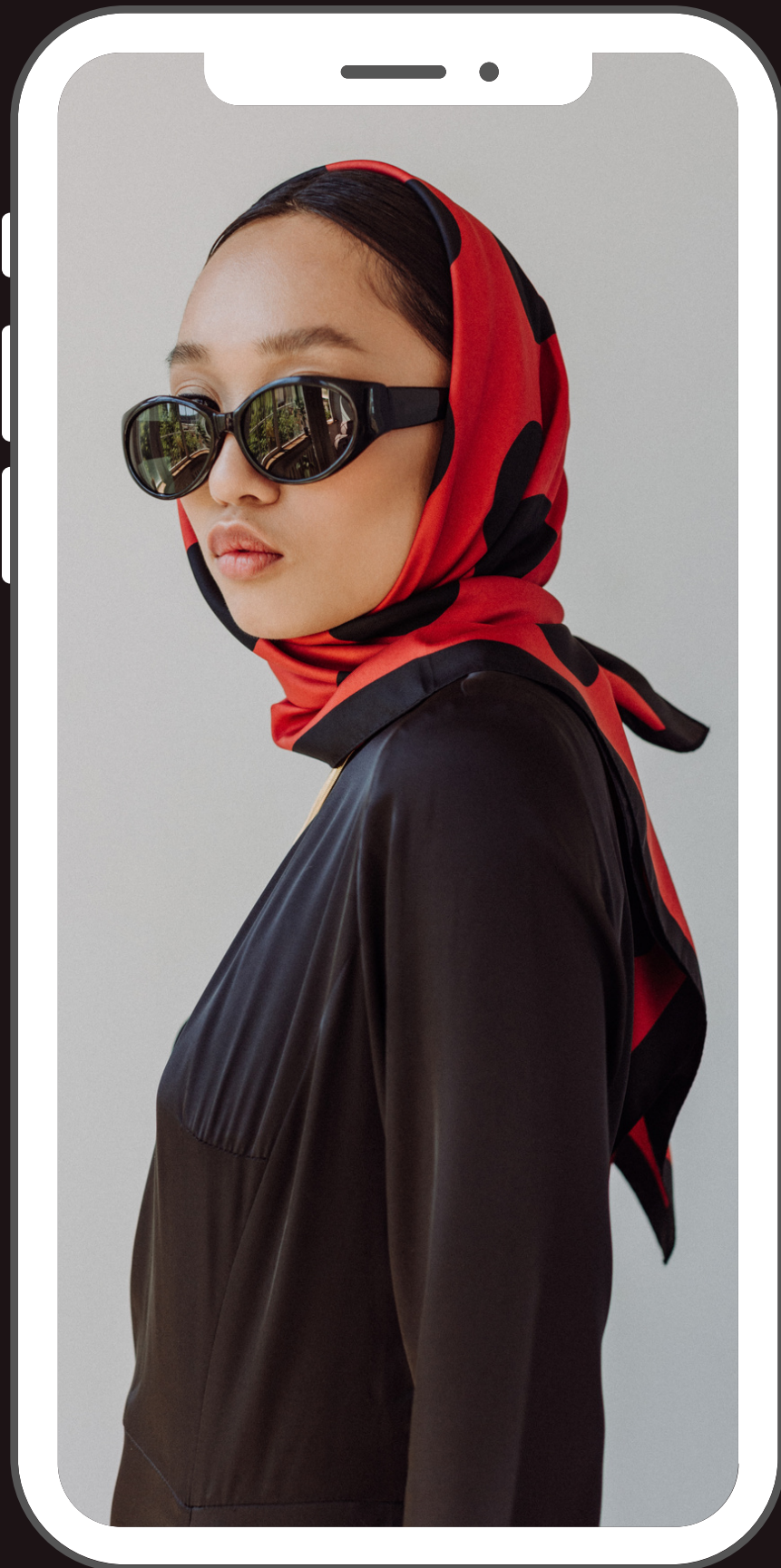
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In my opinion, we can't let the fashion industry decide what we must and mustn't wear. We shouldn't judge people for its appearance, because that is not important. We must wear whatever we like, want and feel comfortable with.



Subscale	Mark	Commentary
Content	5	All content is relevant to the task and the target reader is fully informed. The candidate discusses the importance of appearance in terms of fashion and concludes that <i>we shouldn't judge people for its appearance</i> . The negative aspect of the price of clothes is mentioned and an opinion given on how this affects people's choice. A third aspect states how choice for consumers is limited due to the fashion industry's control over design and the market.
Communicative Achievement	3	The conventions of essay writing are used appropriately. There is an introduction, topic paragraph and a conclusion. The register is appropriate for the task, using generally neutral language to discuss both positive and negative aspects of the question. Straightforward ideas are communicated, using some appropriate language to introduce the ideas, and to hold the target reader's attention.
Organisation	4	The essay is well organised and coherent. There is a clear overall structure and the ideas are linked across sentences and paragraphs using referencing, substitution and paraphrasing to avoid repetition. There are a variety of appropriate linking words and cohesive devices.
Language	3	A range of everyday, topic-specific vocabulary is used appropriately but some errors do occur with less common lexis and expressions. A range of simple and some complex grammatical forms is used with a good degree of control. There are some repeated errors with prepositions and third person verbs, but these do not impede communication.





# PLAN YOUR ANSWERS AND WRITE AN ESSAY.

In your English class you have been talking about the fashion industry. Now, your English teacher has asked you to write an essay.

Write an essay using **all** the notes and giving reasons for your point of view.

Some people say the fashion industry has a bad effect on people's lives.  
Do you agree?

## Notes

Write about:

1. whether people's appearance is important
2. the price of clothes
3. .... (your own idea)



# DISCUSS

1. Are you fashionable?
2. How important is it to dress well?
3. Who decides what's fashionable or not?
4. Who is the most stylish person in the world right now? Why?

