

• **Question 1**

- To improve the lives of farmers in developing countries.

• **Question 2**

- Farmers have to be paid more than the standard market price for their goods.

• **Question 3**

- Many shops in the UK support fair trade.
- There are benefits for farmers. For example, extra money that can be used for education for children.
- There are successful examples like Prodecoop in Nicaragua where farming methods and machinery have been transformed.

• **Question 4**

- It may not be the best way for farmers to escape the poverty cycle.
- Fair trade traps farmers into dependency.
- Farmers' wages only increased a little.
- More needs to be done to change farming methods.
- Fair trade may only flatter western shoppers.

• **Question 5**

- The writer's purpose is to evaluate how fair "fair trade" is. The writer also gives us information about the fair trade movement.
- The writer also wants to raise people's awareness about the debate on the value of fair trade.
- Reason: The title asks the question, "How fair is fair trade?" and different viewpoints are presented. Two viewpoints for fair trade and two against it.

• **Question 6**

- The article is intended for serious, well-educated people.
- Also, it is for people who are interested in global business issues.
- Reason: The topic/content tells us this and the source is BBC news, so we know the readers are people interested in learning more about the world because they watch and read the news.

*On the next page you will find the answer to Question 7. The total word count should be 200 to 300 words. In Question 7 you should use **examples and evidence** from the article to support your ideas. Make sure to use your own words. You can quote and paraphrase as needed.*

- **Question 7**

- **Success:** the article was successful. It presented both sides of the debate and used experts. There were two experts on each side of the debate. The intended readers are serious, well-educated people.
 - Also, the intended readers are people who are interested in global business issues. Again, we know this because the article comes from BBC.
- **Content:** after the introduction, we read both the benefits of fair trade and the disadvantages of fair trade. The advantages are it helps farmers and their families earn more money and helps farmers' children get an education. The disadvantages are that fair trade can cause farmers to become dependent on fair trade and their wages only increase a little. The article did what its title presented: gave us both sides of the debate so we could decide for ourselves whether or not fair trade is fair.
- **Presentation:** it is basically good and logical. There is a clear introduction, fair trade is defined, and the title and first paragraph tell us the article's main purpose. However, the article ends abruptly, or quickly. There is no conclusion, so that is a problem.
- **Format:** there is plenty of white space on the paper so the article is easy to read and makes each point stand out (easy to see). The sub-headings of each section make it easy to follow as well. The sub-headings, such as 'Poverty trap' emphasize the arguments for each section.
- **Words:** the words are not too formal and they are easy for an educated reader to understand. For example . . . [Give examples of easy-to-understand words.]

For these reasons: balanced and fair content, logical presentation, clear format and appropriate word choice, my conclusion is that this is a good and successful article.

NOTE: 273 words