CAMBRIDGE
English

Proficiency

Writing **D27*/02**

*

Sample Test 1

Time 1 hour 30 minutes

INSTRUCTIONS TO CANDIDATES

Do not open this question paper until you are told to do so.

Write your name, centre number and candidate number on your answer sheet if they are not already there.

Read the instructions for each part of the paper carefully.

Answer the Part 1 question and one question from Part 2.

Write your answers on the answer sheet.

Write clearly in **pen**, not pencil. You may make alterations, but make sure your work is easy to read.

You **must** complete the answer sheet within the time limit.

At the end of the test, hand in both this question paper and your answer sheet.

INFORMATION FOR CANDIDATES

Each question in this paper carries equal marks.

Copyright © Cambridge University Press & Assessment 2022

LIVEWORKSHEETS

Part 1

Read the two texts below.

Write an essay summarising and evaluating the key points from both texts. Use your own words throughout as far as possible, and include your own ideas in your answers.

Write your answer in **240 – 280 words**.

---

1 **The Excitement of Advertising**

Outdoor advertising has to attract, engage and persuade potential customers; it is the most important way of grabbing customers' attention and outdoor media continue to undergo a transformation. At the core of this transformation is the digital screen media, which encompass everything from giant screens to digital billboards. The technology is cheap and advertising agencies rave about the creative possibilities for advertisements which entertain, amuse, inform, make the environment brighter and enliven the world we live in.

Advertising: an undesirable business

Once upon a time outdoor advertising was straightforward. Posters were stuck up on anything from a bus shelter to a motorway hoarding. Many people considered this kind of advertising to be fairly dull, a harmless blot on the landscape and chose to ignore it. These people now regard digital advertising as a form of unwanted, creeping commercialisation: it attracts a buzz simply because it is new. They feel that any advertising which targets children or vulnerable adults is a dubious practice at the best of times, and digital advertising is, moreover, wasteful,damaging to the environment and completely unnecessary.

Write your **essay**.

LIVEWORKSHEETS

Question 1 **Please write within the grey lines**

LIVEWORKSHEETS

Part 2

Write an answer to **one** of the questions **2 – 4** in this part. Write your answer in **280 – 320** words in an appropriate style on pages **7** and **8**. Put the question number in the box at the top of page **7**.

---

2 A travel magazine has asked readers to send in articles on their favourite public building, a town hall or a museum, for example. You decide to write an article in which you describe your favourite public building, explain why it is your favourite building and assess its significance for the wider community.

Write your **article**.

3 You belong to an English-language reading group which recently read a book in cartoon format. You have agreed to write a review of the book for the group's website. In your review you should give your opinion of the cartoon format used for the book and say whether you think cartoons are a good way of telling a story, in general.

Write your **review**.

4 A popular English-language magazine has invited readers to send in letters sharing their recent experience of making an important decision. You decide to send in a letter in which you briefly describe the situation and explain the reasons why you took an important decision, and assess what the consequences of that decision might be in the future.

Write your **letter**. You do not need to write any postal addresses.

LIVEWORKSHEETS

Question	

Please write within the grey lines

LIVEWORKSHEETS