

Do you want to make your trip more memorable and special? Choosing a special place is not enough to make your trip amazing, let's pick up a special hotel and sleep unusually.

Part B2

Part B2 consisted of three tasks:

- Writing a feature article about travel and tourism in Hong Kong in the past
- Writing an email to an author requesting revisions to an article
- Writing an editorial for a magazine highlighting the positive effects of tourism

The B2 data file included the following kinds of texts: a podcast of a travel show, which candidates listened to; a workplace email; minutes from an editorial meeting; publication guidelines for writers; editorial team's notes about an article submitted for publication; transcript from a TV travel show; travel forum thread; interview notes; letter to the editor; and a blog post from an academic weblog.

The candidates' performance is summarized in Table 4:

Table 4: Paper 3 Part B2 results

Task	Full Mark	Mean (%)	SD (%)	Reliability
8	18	51.04%	17.83%	0.78
9	18	60.60%	19.69%	0.82
10	18	53.28%	22.41	0.82

From the table it can be seen that the test proved to be successful in discriminating weaker from stronger candidates and in terms of its own internal reliability.

Task 8

This task required candidates to write a short feature article. With a mean of 51.04%, it proved to be the most challenging of the three tasks. In order to do well, candidates needed to be able to synthesize information from the data file and coherently organize this information in their article. Candidates were provided with the title of the article ('Hong Kong Tourism: The Way It Was') and were expected to select information which was relevant to this title. The stronger candidates were also able to organize information into focused paragraphs, as in the following example, which has a clear main point supported by examples:

Interestingly, the activities that tourists engage in were very different. People often danced after dinner and ladies wore beautiful gowns. Men would go tiger hunting in the New Territories.

In contrast, weaker candidates were unable to synthesize main points in this way, as in the following example copied entirely from the data file:

This incident apparently became so famous that lots of tourists from North America used to come to Hong Kong in 1920s to go tiger hunting in the New Territories, though none were as 'successful' as Mr. Derby.

The stronger candidates were also more successful in writing an appealing opening that unified the article, using their own original language, as here:

Nowadays, travelling to foreign countries is very easy. However, in the past it was not as simple as we perceive.

Weaker candidates again missed the opportunity to demonstrate their own language ability, instead copying from the data file:

I am writing a short article about travel and tourism in Hong Kong in the 1920s.

Task 9

Overall, this task was done well, with a mean of slightly over 60%. The task discriminated well, with the full range of marks awarded and a satisfactory S.D. figure of almost 20%. Most candidates demonstrated the ability to locate relevant information successfully. In addition, candidates were required to make a series of polite requests, asking the author of an article submitted for publication to make amendments. The more successful candidates used a range of politeness strategies (e.g. 'we would like you to', 'please kindly reply') to maintain a polite, yet businesslike tone:

Moreover, the reviewers have some comments regarding the content. We would like you to check the spelling of Thai place names carefully and also the accuracy of all the details in the article. Please kindly reply this email for the confirmation of accuracy of details.

Less successful candidates adopted an overly authoritative tone, presenting their requests as demands ('you have to', 'make sure'):

Besides, you have to check carefully the spelling of Thai place names, make sure there are no mistakes. Also, you have to make sure that all the details in the article are accurate.

This task also tested candidates' ability to write an appropriate subject line in their email, summarizing the most important content of the email. Acceptable subject lines focused on the article and the need for changes, as in this example:

Changes concerning your article on plastic surgery holidays

Unacceptable subject lines were vague and did not draw attention to important content, as below:

*Things to remind you of
Message from Asia Life Magazine*

Task 10

In this task, candidates wrote an editorial in response to a reader's letter. The better candidates were able to demonstrate that they understood the communicative situation of the editorial genre and that they were able to write using an appropriate tone for an editorial. For example, in the following extract the candidate shows an awareness that s/he is writing as the editor of a magazine with an established readership:

It is suggested by some of our readers, like Mr. Kevin Hui, that tourism is negatively influencing the local people like the tribe of people in Brazil.

In contrast, some candidates failed to adopt the position of editor in their writing:

Dear Editors, With reference to a letter from Kevin Hui in your magazine, which claims that tourisms are hurting the local people, I would like to express my views.

Candidates were tasked with responding to the reader's letter by writing about the positive effects of tourism. The better candidates did so by providing a concise summary of the reader's view and then using information from the data file to argue for the various benefits of tourism. Some candidates provided an overly long account of the negative effects of tourism and this detracted from the overall coherence of the editorial. Such candidates were often distracted by information about the problems of tourism found in the data file, as in the following example:

Though some people point out that the local crime rate has increased due to the increasing number of tourists visiting their countries. Since tourists are easy to steal and most of the criminals steal cameras and iphones from them. But we have to admit that tourist does bring in a lot of positive effect to the locals.

Candidates were also asked to provide a title for the editorial. The better candidates provided a title which cohered with the rest of the article, again focusing on the positive effects of tourism, e.g. 'Travel with respect helps local community'.

Recommendations for Part B

In Part B, when candidates read texts in the data file, they should go beyond a surface reading by asking themselves: Who is the writer of this text and what is their purpose? Who is the intended reader? How does this text fit together with other texts in the data file? Considering these issues should help candidates to understand the texts in greater