**Assessment Task for Listening & Integrated Skills**

**Topic: Consumerism**

***Data File***

**Contents**

|  |  |  |
| --- | --- | --- |
|  |  | **Page** |
| 1. | Note sheet for Tasks 1-3……………………………..…………………………….. | 2 |
| 2. | Email with instructions from Mr Kwan on jobs for Jess to do ……………………. | 5 |
| Folder for profiles  |
| 3. | Home of the Organic sales figures……………………………………………….... | 6 |
| 4. | Email message to Adz4u from Home of the Organic……………………………… | 6 |
| 5. | Ricebowl Restaurant Review website printout……………………………………. | 7 |
| 6. | Prize certificate……………………………………………………………………... | 7 |
| 7. | Greetings card……………………………………………………………………… | 7 |
| 8. | Letter from customer with enclosed table (Kozy Kennels) ……………………….. | 8 |
| 9. | Interview with a business owner…………………………………………………… | 9 |
| 10. | Receipt……………………………………………………………………………… | 9 |
| 11. | Excerpt from a magazine…………………………………………………………... | 10 |
| File for speech defending advertising  |
| 12. | Cutting from an advertising industry magazine……………………………………. | 11 |
| 13. | Extract from an economics textbook………………………………………………. | 11 |
| 14. | Newspaper cutting…………………………………………………………………………. | 12 |
| 15. | Letter to the Editor…………………………………………………………………. | 12 |

*Data File 1*

**Note sheet for Tasks 1-3**

Please write your notes of Tasks 1-3 here.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Task 1 Notes, rough draft of the profiles**Profile 1

|  |
| --- |
| Name:Company name:Type of business:Location: |
| Service given: |
| Signs of success: |
| Quotation: |

Profile 2

|  |
| --- |
| Name:Company name:Type of business:Location: |
| Service given: |
| Signs of success: |
| Quotation: |

Profile 3

|  |
| --- |
| Name:Company name:Type of business:Location: |
| Service given: |
| Signs of success: |
| Quotation: |

Profile 4

|  |
| --- |
| Name:Company name:Type of business:Location: |
| Service given: |
| Signs of success: |
| Quotation: |

 **Task 2 Notes**

|  |
| --- |
| Name of customer:Details of business:Role of Adz4u:Success:Quote: |

**Task 3 Notes for speech**

|  |
| --- |
| What advertising is criticised for:Good points about advertising plus examples of some:Arguments against common criticisms and misunderstandings of advertising: |

 |

*Data File 2*

**Email with instructions from Mr Kwan on jobs for Jess to do**

|  |
| --- |
| Dear Jess,Thanks for all your good work recently. This email is to prepare you for tomorrow morning’s meeting. Miss Tam and I will be asking you to do three things. **Happy Customer Profiles A**This is a new idea for our website. I have got permission from a number of our customers to put some information about them and their relationship with us on our website to encourage new customers. I have prepared a table for this and want you to put together the information needed to complete the first four profiles. Some of it is in the file I will give you and some Miss Tam and I will tell orally.**Happy Customer Profiles B**Another way of giving the information about happy customers would be to write a short article about each. So I’d like you to try to do this for a fifth customer. * The article will need a title and must not be more than 120 words.
* Make sure the customer’s name and that of their business appear somewhere in the article.
* Go straight to the point and start with a sentence about the person and why they contacted us.
* Say what we did.
* Give a quote from them which praises us.
* Give some evidence of the good work we did.
* Write a closing sentence encouraging website visitors to want our help.

**Short speech defending advertising** Miss Tam has agreed to give a talk at a school and I’d like you to prepare it for her. * You should start by saying what advertising is criticised for.
* Say it has a positive side too.
* List the good points about advertising.
* Argue against some common misunderstandings about advertising.
* End with a good closing line.

You’ll have to say things very briefly as the speech cannot last for more than a couple of minutes so it must be no more than 200 words long.We will tell you more at the meeting. Thanks again for the good work. |

**Folder for profiles**

*Data File 3*

**Home of the Organic sales figures**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Year before using Adz4u | First year after using Adz4u | Second year after using Adz4u |
| Pastry sales | 39,792 | 81,421 | 113,820 |
| Lunch pack sales | 23,872 | 47,005 | 67,208 |
| Takings (HK$) | 1,676,000 | 3,353,155 | 4,695,000 |

Just look – the figures are 100% up the first year and roughly 40% the next!

*Data File 4*

**Email message to Adz4U from Home of the Organic**

Dear Mr Kwan,

Thank you very much for the Annual Assessment Report received this morning. I shall be reading it with great care later but have already glanced over it and I do agree that catering events with sandwiches could be a good next step. The other ideas will need more study. Your advice has given my business new life and direction. I am also working on new flavours for our pastries. Green tea seems to be very popular and we are almost ready with a tasty version. I’d be very interested in your opinion on this.

Regards, ZR

*Data File 5*

**Ricebowl Restaurant Review website printout**

Name: Table Manners

Overall rating: \*\*\*\*\*

Sample Reviews

|  |
| --- |
| Superb menu and wine list. I adored the duck in orange sauce and the cheese board at the end was one of the best I have ever seen in a restaurant. \*\*\*\*\* |
| We were not very impressed with the décor- the table clothes are a horrid colour and the lighting strange. I ordered my steak to be medium but frankly it was well-done, but my wife’s salmon was very tasty and we cannot praise the dessert trolley sufficiently. \*\*\*\* |
| The owner of the restaurant came to discuss our choices with us and gave us excellent advice on what was best that night. One rarely meets with such service in a moderately priced restaurant such as this. One feels the food is cooked with love. \*\*\*\*\* |
| Someone has clearly put a lot of thought into what people want from a restaurant like this in this area. The planning also shows in the details of uniforms, menus and tableware. We have become regular diners here and there are a surprising number of interesting promotions. There are tiny things we would like to see improved, but perfection is a lot to ask of anyone! \*\*\*\* ½ |

Key: \*- poor; \*\*-ordinary; \*\*\*-nice; \*\*\*\* good, recommended; \*\*\*\*\* excellent, highly recommended

*Data File 6*

**Prize certificate**

|  |
| --- |
| Northern Plaza Annual Award  Prize certificate for Table Manners A business which makes our plaza a better place. |

*Data File 7*

**Greetings card**

|  |  |
| --- | --- |
| **Merry Christmas****And a****Happy New year!**  | Dear staff at Adz4UCome and have a free meal some time. You really deserve it for all the good advice and brilliant ideas that helped to promote our restaurant! From all of us at Table Manners |

*Data File 8*

**Letter from customer with enclosed table**

|  |
| --- |
| Kozy Kennels Tel: 2792 345634, Marine DrivewaySaikung3rd November Dear Mr Kwan, It was a pleasure to get your letter. Many thanks for your interest. I certainly have no objection to your using Kozy Kennels for your website. Though I am not sure whether we are a successful company as yet- though that is in no way your fault. I wish we could have afforded more than the Start-Up package, but as you know our opening budget was pretty thin. Your suggestions allowed us to get noticed by our target customers, quickly, effectively and cheaply. Thank you. We also seem to be pleasing our customers, both dogs and owners, but there are many problems I have yet sorted out and as you can see from the tables I enclose for your interest, profits are disappointing. One problem is we can only base a dog kennels out in the countryside, but it means people expect us to run a collection and return service. This is time-consuming and expensive. Anyway I did not mean to burden you with my troubles! Please give Miss Tam my regards. I hope the advertising is booming!Yours sincerely, Derek Ho |

**Table on Kozy Kennels**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** |
| No. of dog nights | 720 | 840 | 950 | 980 | 1130 | 1300 | 1350 | 980 | 1080 |
| Income ($)  | 219,000 | 256,500 | 294,000 | 305,670 | 341,230 | 455,000 | 467,500 | 303,700 | 357,200 |
| Expenses ($)  | 350,000 | 220,000 | 210,000 | 290,000 | 339,000 | 350,600 | 400,000 | 312,000 | 316,000 |

*Data File 9*

**Interview with a business owner**

|  |
| --- |
| She Sells Shoes by the SeasideIt was a beautiful sunny afternoon when I drove to the Southern District of Hong Kong to see a shop I had been hearing a lot of from friends. The sea sparkled as I reached my destination, parked surprisingly easily and walked into an elegant shop with the interesting name Passion for Shoes. I was met by the equally elegant owner, Madam Bernadette Dupay. Bernadette, as she told me to call her is the offspring of a French father and Belgian mother. She grew up between Paris and Hong Kong, has a degree in Fine Arts and has, as she told me, a passion for dressing well, particularly when it comes to footwear. Passion for Shoes is doing extremely well. Bernadette makes a habit of getting to know her customers well and to understand what pleases them. “I spend a lot of time looking through magazines and catalogues and often when I see a certain shoe a name pops straight into my mind of a customer who would love the shoe and wear it with distinction. So I obtain a pair and then call them to come over. I am rarely wrong,” Bernadette tells me with a smile.I ask her who is responsible for the success of her shop. She refers again to her taste and knowledge of her customers, and the support of her husband, a lawyer. She acknowledges some others too. “Our advertising consultants gave us superb advice. And a marvellous estate agent managed to find these premises for me. They are perfect. But above all my success comes from my customers, their understanding of fashion and desire to look beautiful.”As I drive off I feel I understand why Passion for Shoes is being talked off with such high regard and is on Hong Kong Shopping Weekly’s list of the top ten shoe shops in the SAR. |

*Data File 10*

**Receipt**

|  |
| --- |
| **Adz4u Co Ltd** Official ReceiptReceived from Passion for Shoes LtdThe sum of thirty thousand dollarsIn part payment for Image advice packagePat Leung Accounts  |

*Data File 11*

**Excerpt from a magazine**

|  |
| --- |
| East Fashion MagazineThe year’s awardsNominationsBest new products: Gina’s Boutique, Harrow Tailors, Passion for ShoesBest Shop Design: Clothes Clothes Clothes, Gucci, Aiko’s BoutiqueBest Location: Passion for Shoes, Ceres & Lang, ExcellenzaBest Image: Barrett and Jones; Resphigi’s, Passion for Shoes |

**File for speech defending advertising**

*Data File 12*

**Cutting from an advertising industry magazine**

|  |
| --- |
| The Benefit of AdvertisingAmrit Ghosh travelled India researching herbal beauty secrets. Among a lot that did not work or were rather ordinary, he found some treatments of great value. He developed a range of luxury products and became expert in various massage techniques. He opened a shop on the 14th floor of a Tsim Sha Tsui building and waited. He had a wonderful product and offered a great service, but he had no customers. Why? For the simple reason no one knew he was there. He was a great beautician but a poor business man. He wasted weeks until he went to an advertising company. They drew up an advertising plan for him and implemented it in record time and soon customers were arriving at his shop. Advertising saved Amrit’s life, or, at the very least, his business.Jess, use the underlined argument as an introduction to the list of good points about advertising. Don’t use this story or example, but make the same point about the reason for going to an advertising company in general terms. |

*Data File 13*

**Extract from an economics textbook**

|  |
| --- |
|  In economics, *competition* is when two or more people or organisations offer a service or product and so struggle to be the more attractive to customers. In some circumstances, competition can lead to a waste of resources, but such cases are rare. More usually competition results in such benefits as lower prices, particularly where information on competing goods and services is easily available to consumers through such means as advertising. Yet people accuse advertising of putting up prices!  |

*Data File 14*

**Newspaper cutting**

|  |
| --- |
| Prestigious Art Prize goes to Hong Kong ArtistJoshua Sung is this year’s winner of the Van Gogh Award for Art and Design. The judges cited the artist’s design of the entrance hall of the new Berlin Airport, his series of paintings Imagination Squared I-XXIV, and his designs for the new Brazilian Senate House. Joshua Sung studied art at the HK Polytechnic University and then at London’s Royal College of Art. In an interview earlier this year, Mr Sung, who also revealed his ambition to travel the length of the River Nile by canoe, said that that the greatest influences on his art apart from the modern masters such as Picasso, had been advertising and cartoons such as The Simpsons. “In the past advertisers used the work of famous artists to get their ideas, but I think now it works the other way and advertising gives ideas to artists for serious artwork,” said Mr Sung.The prize will be presented at a ceremony in Brussels later this year. The award is worth three hundred thousand euros. |

*Data File 15*

**Letter to the editor (from the South China Herald)**

|  |
| --- |
| Dear Sir,I write in reply to Amy Leung’s letter (Harming Our Young People) blaming advertising for encouraging people to buy things they don’t need and in general controlling the way the young think.I think Ms Leung has things the wrong way round. Advertisers want to attract people so they look for things which already interest them. Advertisers follow fashions; they do not make them. Advertisers use popular culture; they do not control people’s interests and likes. If things worked the way Ms Leung thinks, advertisers would put unknown people into adverts and they would become stars, but that’s not how it works- advertisers ask themselves who are popular among their target audience and then try to get them to be in their ads. Ads don’t sell David Beckham, Yao Ming, or Novak Djokovic, but they sell products.Please stop blaming advertising for everything you don’t like!Richard Pang Use the criticism about buying things we don’t need for the introduction. The point about control and the writer’s point against it can then be used for the arguments against common misunderstandings.  |

**END OF DATA FILE**

**Annotated Data File**

**Contents**

|  |  |  |
| --- | --- | --- |
|  |  | **Page** |
| 1. | Email from Issac Yau to Terry Chow ……………………………………………... | 2 |
| 2. | Email from Daisy Wu to Issac Yau ……………………………………………….. | 3 |
|  |  |  |
|  | *Resource File from Issau Yau to Terry Chow:* |  |
| 3. | Advertisement from a magazine ………………………………………………….. | 4 |
| 4. | Excerpt from a radio interview ……………………………………………………. | 4 |
| 5. | Advice-seeking letter in a local newspaper ……………………………………. | 5 |
| 6. | Excerpt from a book ………………………………………………………………. | 5 |
| 7. | Results of an online survey ……………………………………………………….. | 6 |
| 8. | Entry from an online forum ……………………………………………………….. | 6 |
| 9. | Short speech at a company luncheon ……………………………………………... | 7 |

 **Email from Issac Yau to Terry Chow**

|  |
| --- |
| From: issacyau@wiseconsumers.org |
| To: terrychow@gigamail.com |
| Date: 30 January 2012 |
| Subject: Tasks for today |
| Dear TerryThank you so much for volunteering to help out with the Wise Consumption Campaign. Could you please complete the following two tasks today?1. Notes of meetingThree volunteers and I had a meeting yesterday on (1) commercial strategies that promote consumption, (2) their effects on consumers and (3) tips for becoming smarter consumers. Unfortunately, our secretary, Daisy, had fallen ill and was unable to take notes for our meeting. I’ve drafted a table summarising our ideas from the meeting, which has to be submitted to our Director by 5pm today. I’ve missed some key points but I need to dash for a meeting now. Could you please listen to the recording of our meeting and help me complete the table? Please also include in the table Daisy’s ideas, which can be found in the email she forwarded to me below.2. A magazine articleWe’re going to publish an article on the topic “Be a Smart Consumer!” in our monthly magazine as part of the Campaign. We know that you’re an excellent writer so we’d like to invite you to write the article for us.In the article, please:* state the purpose of the article (i.e. to suggest ways to become smarter consumers as over-consumption is becoming more and more serious in Hong Kong);
* give examples of over-consumption in Hong Kong as well as their negative impact, focussing on the areas of fashion (e.g. clothing, accessories) and food;
* suggest practical tips for avoiding over-consumption and relieving its negative impact; and
* call for the readers’ action to be smart consumers

I’ve collected some relevant ideas from various sources for your reference. Please refer to the resource file attached to this email. Don’t forget to include the useful tips from the notes of meeting in the article.Many thanks for your help!Best wishesIssac |

**Email from Daisy Wu to Issac Yau**

|  |  |
| --- | --- |
| From: daisywu@hypermail.com.hk |  |
| To: issacyau@wiseconsumers.org |  |
| Date: 29 January 2012 |  |
| Subject: Absent from meeting – Sorry! |  |
| Hi IssacI’m terribly sorry that I’ll need to be absent from today’s meeting as I have to stay home with my mom. She’s not feeling well. However, I’d still like to let you know my observations about a common advertising strategy that promotes consumption.It seems to me that in a financial centre like Hong Kong, many people take pride in their financial power. Businesses, especially those selling luxurious goods, are aware of this and so they often associate their products with “wealth”, “power” and “uniqueness” in their advertisements. This kind of “social-ladder appeal”, I guess, explains why so many people desire to own costly watches, cars, residential flats and the like even though they may not be reasonably-priced. Perhaps consumers have been influenced by the adverts and think that such products symbolise a superior lifestyle.To me, one easy way to help us become smarter consumers is to re-think what advertisements actually try to tell us and whether we really need the products advertised. If the products are not what we need, forget about them as well as the advertisements. That’s all I have to share at the moment. Please accept my apologies again for not being able to take notes for the meeting today. See you next week.Best wishesDaisy | ***Task 1******advert–strategy******Task 1******advert–effect******Task 1–tips******&*** ***Task 2–tips*** |

**Resource File from Issac Yau to Terry Chow**

**Advertisement from a magazine**

|  |  |
| --- | --- |
| Ring Clip ArtRing Clip ArtRing Clip ArtRing Clip ArtRing Clip ArtRing Clip ArtRing Clip ArtRing Clip ArtJewellery can be fun to wear – but think about where it comes from.Elephants are killed to get ivory. Reefs are destroyed to get coral…What should we do to get fashionable accessories?***Green Jewellery*** has the answer for you. Join us in reducing consumption. Make your own new jewellery items from old ones or recycled materials at our workshops to reflect your personal style and value ever more! Be pretty. Be shining ***Green***!Address: 12/F, 213 Wanchai Road, Hong Kong Tel: 2929-6377 Website: www.greenjewellery.com.hk | ***Task 2–tips*** |

**Excerpt from a radio interview**

|  |  |
| --- | --- |
| …Host: In your view, is over-consumption a problem in Hong Kong? Environmentalist: My impression is that we Hong Kong people pursue a convenient but wasteful lifestyle. For example, we don’t wear about 40% of the clothes we buy and over 80% of the computers delivered to the landfills are still functional. And this phenomenon is getting worse.Host: What crises would this kind of wasteful lifestyle bring us?Environmentalist: How to handle the large amount of waste we create is a real challenge for Hong Kong these days. In fact, our three landfills in north east, south east and west New Territories will be filled up by mid-2010s.Host: This is really alarming. How can we help solve this problem?Environmentalist: We need to inculcate new consumer ethics – I consume not only because I can afford it financially, but also based on what our earth can afford environmentally. Shop only for our basic needs to reduce the amount of waste we produce. Don’t deprive our next generation of a healthy ecosystem. … | ***Task 2– examples******Task 2–******impact******Task 2–tips*** |

**Advice-seeking letter in a local newspaper**

|  |  |
| --- | --- |
| Dear Aunt Carol, Most girls love to shop, and I am no exception. Last year, I obtained my two credit cards, which were perfect for me to pursue my best love: shoes. I stayed disciplined at the beginning but, like many Hong Kongers, my spending habit keeps growing. Not only would I buy shoes but also trendy electronic gadgets and toys as soon as they are released. The truth is, I can no longer afford the repayments for my credit cards and the bank charges me incredibly high interests. I am running into huge debts. I know I should have taken your advice on wise spending earlier. I should have prepared a shopping list before going shopping and avoided buying things that were not on the list, but it’s too late now. What can I do? Helpless Eva | ***Task 2– examples******Task 2–******impact******Task 2–tips*** |

**Excerpt from a book**

|  |  |
| --- | --- |
| **3.2 Successful advertising strategies**…**Case 5 – Hong Kong****Name of Company:** Wong’s Fast Food Restaurant**Advertising strategies:*** Giving away free toy gifts with the Happy Children’s Meal
* Selling collectibles (e.g. movie star limited edition figurines) at discounted price

 **Impact:** * + - Long queues appeared in all Wong’s Fast Food Restaurants
		- Total revenue increased by ten times in 2009
		- 100 million Happy Children’s Meals were sold each month, as compared to 60 million in 2008
		- Extensive media coverage; but some news stories reported on how customers purchased the set meals merely for the collectibles and abandoned the food right after the purchase

… | ***Task 2– examples*** |

**Results of an online survey**

|  |  |
| --- | --- |
|  | ***Task 2–******impact*** |

**Entry from an online forum**

|  |  |
| --- | --- |
|  A lot of Hong Kong people think that wearing the trendiest fads makes them cool. They change their wardrobe every year, if not every season. I can hardly agree to this practice as I firmly believe that having a sustainable earth is more important. Every single thing we wear causes some environmental problems. Tons and tons of water are used to produce cotton for making clothes. The chemicals needed for dyeing cloth is a major cause of industrial water pollution. If we throw away our clothes after wearing them a few times because they are no longer in fashion, the problems of water shortage and water pollution will no doubt be worsened. I’m not suggesting that we should give up clothes. Rather, there’re things we consumers can do to help. For example, always ask ourselves whether what we want to buy is meant to satisfy our needs or our desires. Think twice before buying everything. Better yet, we can be creative with the clothes we have and recycle them. Figure out new ways to wear them when new styles come along. When they become too old for wearing, use them for other purposes such as cleaning furniture or making doll clothes. Simple methods such as these can effectively free us from being slaves to fashion and causing harm to the Earth. I’m sure all of us can be sensible consumers, can’t we? | ***Task 2– examples******Task 2–******impact******Task 2–tips******Task 2–tips*** |

**Short speech at a company luncheon**

|  |  |
| --- | --- |
| Dear colleaguesI am very pleased to share with you the honour that our hotel has just been awarded ‘Caring Company 2011’. Our effort in caring for the environment is recognised by the public. As a world-class hotel, not only have we succeeded in making considerable profits from the quality services we offer, but we are also committed to protecting the environment in our daily operation. A few examples include creating shark’s fin-free menus for banquets, and encouraging the public to order only what they can finish and use reusable tableware where possible to reduce wastage.We are confident that with your continuous support, we will continue to help make Hong Kong a more prosperous and sustainable society. Thank you. | ***Task 2–tips******Task 2–tips*** |

**END OF ANNOTATED DATA FILE**