

Writing Types of Text – Level Two

Hairdressing - ANSWERS

You may wish to ask a tutor to look at your texts so they can mark them and give you an independent view. The mark schemes below allow you to self-assess your own work and will give you an idea of your progress.

As you mark your work, try to identify why things go wrong. Do you make punctuation errors because you are rushing or because you are not sure when to use commas and apostrophes? Do you forget to use complex sentences or are you not sure how to use them?

If you don't know something, find the guide that will help you with that topic. If you forget to include things, take more time with your plan and write down what needs to be included such as apostrophes and complex sentences and tick them as you write.

If you tick mostly Box A, then you are doing very well. Box B means you are getting the hang of writing different types of text but have some areas to improve. Box C means you will need to put a bit more work in on that text type in order to do well in the test. Focus on the areas you need to improve and try to plan how you will improve each one. Don't try to improve too many different things in one go. Next time you write a text, focus on two things you want to do better such as spelling and using a closing sentence. Try to improve the easiest things first.

Use the mark schemes below to help you mark your work. Tick, shade or circle the appropriate boxes. You may wish to ask someone else to help you – especially to check spelling, punctuation and grammar as it can be hard to spot your own mistakes.

Question 1

Question	Box A	Box B	Box C
Have you put both email addresses?	Yes	Only one email address	No email addresses
Is there a subject?	Yes, a clear subject such as first salon visit	Yes, but it is not clear	No subject
Does it start with a greeting?	Yes, an appropriate greeting such as Hi or Hello	Yes, but it is too formal	Missing or doesn't make sense
How well are paragraphs used?	Good paragraphing throughout	Some use of paragraphs	All one paragraph or paragraphs are unclear
Does it end with a close?	Yes, it has a suitable close such as Thank you or We look forward to seeing you soon	Yes, but it uses sincerely or faithfully	No, it ends abruptly
Is it more than 200 words?	Yes, it is at least 250 words	Yes, it is just over 200 words	No, it is too short
How many spelling mistakes are there?	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
How many grammar mistakes are there? Includes: we was, could of or mixing past, present and future	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
How many punctuation mistakes are there? Includes full stops, commas, apostrophes and capital letters	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
Does it explain about the patch test?	Yes – it is very detailed and clear	Yes – it is quite detailed and clear	No –no detail or it is not clear
Is there a clear finish or conclusion?	Yes, a clear finish	Yes, but not clear	No
Does it give the client options for appointment times for the patch test and the main appointment?	Yes, clear details	Yes, but only times for one appointment	Times are not clear
Does it give the client the prices?	Yes, prices are clear	Yes, but they are not very clear	No prices given
Are there at least four complex sentences?	Yes, there are a number of complex sentences	There are one or two	There are no complex sentences
Does it persuade the client to use the salon?	Yes, it is persuasive	It has some persuasive parts	No, it is just factual

Is the language appropriate for a client?	Yes, it is always appropriate	It is mostly appropriate	It is either too formal or too informal
Do you have to read any parts more than once to understand what they are about?	No, it is all very clear	One or two parts are a little hard to understand	Much of the email is hard to understand

Question 2

Question	Box A	Box B	Box C
Does it have a suitable title?	Yes, an interesting and relevant title	Yes, but it is a bit too formal or slightly confusing	No title
How well are paragraphs used?	Good paragraphing throughout	Some use of paragraphs	All one paragraph or paragraphs are unclear
Does the style fit the audience?	Yes, it appeals to other hairdressers	Yes, it tries to fit the audience but doesn't always manage it	No, it is not clear it is aimed at other hairdressers
Is it more than 200 words?	Yes, it is at least 250 words	Yes, it is just over 200 words	No, it is too short
How many spelling mistakes are there?	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
How many grammar mistakes are there? Includes: we was, could of or mixing past, present and future	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
How many punctuation mistakes are there? Includes full stops, commas, apostrophes and capital letters	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
Is it detailed and clear?	Very detailed and clear	Quite detailed and clear	No detail or not clear
Is there a conclusion?	Yes, a clear conclusion	Yes, but not clear	No
Does it explain about what they liked about the products, anything they think could be improved, any advice they would give other customers about the product and any comments on how easy it is to use compared to other products they may have used before?	Yes, clearly covers a number of these areas	Yes, it covers a couple of these areas	It only covers one aspect

Are there at least four complex sentences?	Yes, there are a number of complex sentences	There are one or two	There are no complex sentences
Has the writer stuck to the point and talked about one specific hairdressing product?	All points are related to their chosen product	Most points are relevant	They have talked mostly about something else such as a specific example of doing someone's hair
Does it use language appropriately?	Yes, it uses informal language that would be appropriate in the workplace	It mostly uses language well but might be too informal in places	It is either too formal or uses too much slang
Do you have to read any parts more than once to understand what they are about?	No, it is all very clear	One or two parts are a little hard to understand	Much of the review is hard to understand

Question 3

Question	Box A	Box B	Box C
Does it have a relevant title?	Yes, a clear, relevant title	Yes, but it is not clear or relevant	No title
How well are paragraphs used?	Good paragraphing throughout	Some use of paragraphs	All one paragraph or paragraphs are unclear
Does the style fit the audience?	Yes, it appeals to professionals aged 30 to 50	Yes, it tries to fit the audience but doesn't always manage it	No, it is not clear it is professionals aged 30 to 50
Is it at least five paragraphs?	Yes, it has more than paragraphs	Yes, it has 5 paragraphs	No, it is too short
How many spelling mistakes are there?	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
How many grammar mistakes are there? Includes: we was, could of or mixing past, present and future	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
How many punctuation mistakes are there? Includes full stops, commas, apostrophes and capital letters	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
Is it detailed and clear?	Very detailed and clear	Quite detailed and clear	No detail or not clear
Is there a conclusion?	Yes, a clear conclusion	Yes, but not clear	No

Does it advise customers on looking after their hair at home?	Yes, clearly	Yes, but not very clearly	It isn't clear advice at all
Are there at least four complex sentences?	Yes, there are a number of complex sentences	There are one or two	There are no complex sentences
Has the writer stuck to the point and talked about looking after your hair at home?	All points are related to looking after your hair between salon visits	Most points are relevant	They have talked mostly about something else such as treatments you can have at the salon
Does it use language appropriate for professionals?	Yes, it uses language well	It mostly uses language well but some parts are too informal	It is either too formal or uses too much slang
Do you have to read any parts more than once to understand what they are about?	No, it is all very clear	One or two parts are a little hard to understand	Much of the blog is hard to understand

Question 4

Question	Box A	Box B	Box C
Does it have a relevant title?	Yes, a clear, relevant title	Yes, but it is not clear or relevant	No title
Is there some formatting on the title such as bold, italics, underlining or different font size or type?	Yes, good formatting	Some formatting but not very appropriate	No formatting or over the top using too many different features
How well are paragraphs used?	Good paragraphing throughout	Some use of paragraphs	All one paragraph or paragraphs are unclear
Does the style fit the audience?	Yes, it appeals to customers aged 18 to 24	Yes, it tries to fit the audience but doesn't always manage it	No, it is not clear it is for customers aged 18 to 24
Is it more than 200 words?	Yes, it is at least 250 words	Yes, it is just over 200 words	No, it is too short
How many spelling mistakes are there?	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
How many grammar mistakes are there? Includes: we was, could of or mixing past, present and future	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes

How many punctuation mistakes are there? Includes full stops, commas, apostrophes and capital letters	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
Is it detailed and clear?	Very detailed and clear	Quite detailed and clear	No detail or not clear
Is there a conclusion?	Yes, a clear conclusion	Yes, but not clear	No
Does it explain what celebrity cuts will be trending?	Yes, clearly	Yes, but not very clearly	It doesn't really say what the cuts will be
Are there at least four complex sentences?	Yes, there are a number of complex sentences	There are one or two	There are no complex sentences
Has the writer stuck to the point and talked about trending cuts and styles?	All points are related to celebrity cuts and styles	Most points are relevant	They have talked mostly about something else such as celebrities in general
Does it contain other useful information about face shape or hair types?	Yes, it has lots of interesting and useful information	Yes, it has some useful information	No, it doesn't include anything extra
Does it use the right level of formality?	Yes, it is appropriate	It mostly uses language well	It is either too formal or uses too much slang
Do you have to read any parts more than once to understand what they are about?	No, it is all very clear	One or two parts are a little hard to understand	Much of the article is hard to understand

Question 5

Question	Box A	Box B	Box C
Does it have a suitable opening line?	Yes, it welcomes the audience	Yes, but it is too brief or doesn't fit the scenario	No, it doesn't welcome the audience
How well are paragraphs used?	Good paragraphing throughout	Some use of paragraphs	All one paragraph or paragraphs are unclear
Does the style fit the audience?	Yes, the style is suitable for managers and other students	Yes, it tries to fit the audience but doesn't always manage it	No, it is not suitable for managers and other students
Is it more than 200 words?	Yes, it is at least 250 words	Yes, it is just over 200 words	No, it is too short
How many spelling mistakes are there?	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes

How many grammar mistakes are there? Includes: we was, could of or mixing past, present and future	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
How many punctuation mistakes are there? Includes full stops, commas, apostrophes and capital letters	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
Is it detailed and clear?	Very detailed and clear	Quite detailed and clear	No detail or not clear
Is there a conclusion?	Yes, a clear conclusion	Yes, but not clear	No
Is there a suitable close?	Yes, an appropriate close	There is a close, but it isn't appropriate	No close
Does it explain why they should be chosen for WorldSkills?	Yes, clearly	Yes, it gives some reasons	No, it doesn't really say why they should be chosen
How persuasive is the speech?	Very persuasive using a number of techniques	Quite persuasive	Not very persuasive and no techniques used
Are there at least four complex sentences?	Yes, there are a number of complex sentences	There are one or two	There are no complex sentences
Has the writer stuck to the point and talked about WorldSkills?	All points are related to WorldSkills	Most points are relevant	They have talked mostly about something else such as them being generally good at hairdressing
Does it use language appropriately?	Yes, it uses language well	It mostly uses language well but is something too informal	It is either too formal or uses too much slang
Do you have to read any parts more than once to understand what they are about?	No, it is all very clear	One or two parts are a little hard to understand	Much of the speech is hard to understand

Question 6

Question	Box A	Box B	Box C
Are there two addresses in the correct locations?	Yes	One address in the right place	No addresses or in the wrong place
Is there a date?	Yes, a clear date	Partial date or has errors	No date
Does it start with Dear Mrs Dallow	Yes	Yes, but uses the full name Mrs Sharon Dallow	Missing or incorrect

How well are paragraphs used?	Good paragraphing throughout	Some use of paragraphs	All one paragraph or paragraphs are unclear
Does it end with Yours sincerely?	Yes	No, uses Yours faithfully	No, uses a completely different ending or no ending
Is it more than 200 words?	Yes, it is at least 250 words	Yes, it is just over 200 words	No, it is too short
How many spelling mistakes are there?	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
How many grammar mistakes are there? Includes: we was, could of or mixing past, present and future	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
How many punctuation mistakes are there? Includes full stops, commas, apostrophes and capital letters	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
Are explanations detailed and clear?	Very detailed and clear	Quite detailed and clear	No detail or not clear
Is there a finishing sentence?	Yes, a clear finishing sentence	Yes, but not clear or appropriate	No
Does the letter give an apology and an explanation?	Yes, a clear apology addressing all the points raised	Yes, the apology is clear but doesn't address all the points in the complaint letter	It is not a clear apology
Are there at least four complex sentences?	Yes, there are a number of complex sentences	There are one or two	There are no complex sentences
Does the letter persuade Mrs Dallow to visit again?	Yes, it is persuasive perhaps offering a discount	Yes, it has some persuasive parts	No, it just apologises
Is the language formal throughout?	Yes, it is always appropriate	It is mostly formal	There are many improvements needed
Do you have to read any parts more than once to understand what they are about?	No, it is all very clear	One or two parts are a little hard to understand	Much of the letter is hard to understand

Question 7

Question	Box A	Box B	Box C
Does it have a relevant formal title?	Yes, a clear, relevant title	Yes, but it is not clear or relevant	No title
How well are paragraphs used?	Good paragraphing throughout	Some use of paragraphs	All one paragraph or paragraphs are unclear
Does the style fit the audience?	Yes, it is suitable for the salon owner	Yes, it tries to fit the audience but doesn't always manage it	No, it is not clear it is aimed at the salon owner
Is it at least 5 paragraphs?	Yes, it is at least 6 paragraphs	Yes, it is 5 paragraphs	No, it is too short
How many spelling mistakes are there?	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
How many grammar mistakes are there? Includes: we was, could of or mixing past, present and future	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
How many punctuation mistakes are there? Includes full stops, commas, apostrophes and capital letters	Up to 5 mistakes	5 to 10 mistakes	More than 10 mistakes
Do they give information about the things they would like to see?	Yes, clear information	Yes, some things stated but not really described	The information is not clear
Is the report detailed and clear?	Very detailed and clear	Quite detailed and clear	No detail or not clear
Is there a conclusion?	Yes, a clear conclusion	Yes, but not clear	No
Does it explain about a range of things they would like to see or does it focus on one thing such as products or décor?	Yes, there are a range of different ideas	Yes, a few things are mentioned	It focuses on just one area
Are there at least four complex sentences?	Yes, more than four	There are one or two	No complex sentences
Is it clear that the report is about things they would like to see in a new salon?	Yes, it is clear	Yes, quite clear	No, it seems like they are talking about their current salon
Does it use any features such as subheadings?	Yes, subheadings or features used well	Yes, some but not too clear	No features used
Does it use formal language appropriate for a report?	Yes, it uses formal language well	It mostly uses formal language well	It is too informal
Do you have to read any parts more than once to understand what they are about?	No, it is all very clear	One or two parts are a little hard to understand	Much of the report is hard to understand