### Speech:

A student council has been established in a school and two students with contrasting views wish to stand for election. Each one delivers a speech outlining to other students why they should be elected. Write the text of each speech (between 300-450 words each). In your writing, create a sense of the candidates’ different outlooks and attitudes.

After leaving school, a student decides to travel for a year. At the end of it, the student is invited back by his previous school to give a speech about his experience to other students. Write the speech. In your writing, create a sense of the problems and benefits such an experience might bring.

A national debate is taking place about the impact of tourism in your country. Two politicians make televised speeches on the issue, one in support of tourism and one focusing on the negative impact of tourism. Write the scripts for the two speeches (between 300-450 words each). In your writing, create a sense of the politicians’ different outlooks and attitudes.

Two people with experience of working in education have been invited to contribute to a debate on the theme Are Standards Rising or Falling? Write the text of their speeches (between 300-450 words each). In your writing, create a sense of opposing attitudes and viewpoints.

Two speakers have been invited to contribute to a debate on the theme Scientific Research Should Have its Limits. Write the text of their speeches (between 300-450 words each). In your writing, create a sense of differing attitudes and viewpoints.

A company director and a factory worker have been invited to contribute to a debate on the theme The Rights Workers Should Have. Write the text of their speeches (between 300-450 words each). In your writing, create a sense of opposing attitudes and viewpoints.

### Script for Radio:

Write a section of the script for a radio documentary called Young at Heart. The script is aimed at people who are reaching retirement age. In your writing, create a sense of how people of this age can still enjoy interests and events they may consider themselves too old for.

A radio station aimed at a teenage audience invites you to write a script for a “youth culture” program. The script suggests which aspects of present youth culture will last—and which will not. Write the script. In your writing, create a sense of enthusiastic and reasoned argument.

Write the script for a podcast called Secret Places, aimed at both local residents and new visitors to the area where you live. The script describes unusual and less well-known locations. In your writing, create a sense of interest and enjoyment.

### Letter:

An employer is interested in appointing a candidate to an important role in her company. She requests a letter of support from each of the applicant’s last two employers. The responses offer two very contrasting views about the candidate. Write the text of each reference (between 300-450 words each). In your writing, create a sense of different experiences and attitudes.

An international company wishes to create a housing and leisure development in a local area of outstanding beauty. The local newspaper publishes contrasting letters from two local residents—one in favor of the scheme, and one against. Write the text of each letter (between 300-450 words each). In your writing, create a sense of differing attitudes and viewpoints.

In response to an article investigating allegations of corruption, two readers send letters to a national newspaper expressing strongly contrasting views on the topic. Write the letters (between 300-450 words each).
Articles:

A magazine aimed at teenagers publishes an article called Stress—What Stress? The article offers guidance to its readers on how to cope with preparing for different situations in life (for example, coping with schoolwork or getting a job for the first time). Write the text for the article. In your writing, create a sense of practical advice and positive thinking.

A magazine aimed at an older audience publishes an article called Keeping in Touch. The article is a guide on the use and the benefit of social networking sites. Write the text for the article. In your writing, create a sense of practical advice and enthusiasm.

A magazine aimed at teenagers publishes two short articles which consider the ways the media represent young people. One article takes a positive view of the subject, the other a much more negative one. Write the text for the articles (between 300-450 words each). In your writing, create a sense of opposing viewpoints and attitudes.

A travel magazine invites you to write a feature called My Favorite Walk, in order to encourage tourists to see and learn about the place where you live. Write the text for the article. In your writing, create a sense of interest and enjoyment.

The fan magazine of a well-known performer (real or imaginary) with a strong youth following publishes an article aimed at restoring her or his image after some negative publicity. The article aims to remind the audience of the achievements and positive aspects of the star. Write the text for the magazine article. In your writing, create a sense of a positive and enthusiastic attitude.

A sports and leisure center is trying to attract interested beginners to sample its facilities. To do so, it publishes different articles about the benefits of the various activities on offer on its website. Write the text for one of the articles. In your writing create a sense of a positive and enthusiastic attitude.

A technology journalist writes an article called “The Future is Being Revolutionized.” The article describes how new inventions are going to shape the next twenty years and the benefits they will bring. Write the text for the article. In your writing create a sense of enthusiasm and excitement.

Online Promotions:

A property agent advertises two houses for sale, on the company’s website. One house is moderately priced, the other very expensive. Write the text for the advertisements (between 300-450 words each). In your writing, create a strong sense of the houses’ merits and desirability.

A website aimed at an older audience publishes a guide called Keeping Up to Date. It offers readers guidance on how to use examples of modern technology (such as mobile phones and smart televisions) and the benefits they offer. Write the text for the guide. In your writing, create a sense of practical advice and enthusiasm.

A travel website aimed at young people publishes an article called Safe and Sound. The article offers guidance and advice to young people wishing to travel abroad. Write the text for the article. In your writing, create a sense of pleasures and difficulties young travelers might encounter.

Newsletters:

A campaign group which wishes to tackle issues of poverty establishes a newsletter. The newsletter describes issues which the organization wishes to address, and the reasons why. Write the text for the newsletter. In your writing, create a sense of a serious and active organization.

An environmental campaign group, which wishes to attract young members, launches a new newsletter. The newsletter describes the issues which the organization intends to address, and the reasons why. Write the text for the newsletter. In your writing, create a sense of caring and active organization.

Leaflet/Brochure:

Your local library publishes a leaflet called “The Joys of Reading” as part of a campaign to promote the activity. Write the text for the leaflet. In your writing, create a sense of the pleasures and benefits that reading can bring.

A large building company publishes a brochure outlining its plans for the substantial redevelopment of a large, disused piece of land in your area. The company hopes to persuade local residents it will create employment and housing opportunities. Write the text for the brochure. In your writing, create a positive and persuasive outlook.