

Cycle 5 Paper 3 Suggested Solution:

2022 Paper 3 B2 Task 10

(Pay attention to the highlighted tone & register – it should be simple and easy to follow)

Subject: Issues regarding Victoria Cup poster

Dear Alfred,

I'm writing to inform you that the Victoria Cup poster would have to be redesigned and I'd appreciate it if you could help. I'll include the issues and solutions below to assist you.

Firstly, in an online poll, 88% believe that the poster is inappropriate. To make it better, the poster should focus on sporting talents or achievements instead of appearances. Also, the slogan should not suggest that female tennis players should play tennis in a certain way ("like a man"). Moreover, the slogan should not suggest that women should look a certain way to fit the narrow mainstream perception of beauty. I'm hoping that you could fix these.

Secondly, the poster does not align with the sponsor's aim and vision – the sponsor is even considering withdrawing their sponsorship. To tackle this issue, please make sure that the poster would include the sponsor's logo and slogan. Besides, the player in the poster should be Lara Taranova instead of Suzie Gilmour because Lara Taranova is the highest ranking player at the tournament. Lastly, the poster should show Lara in action instead of posing like a model. It is important that these are fixed as soon as possible to please the sponsor.

It would be great if you could make these changes to the poster and I'm counting on you to do so. Please do not hesitate to contact me if there's anything I can help with. Thank you!

Best Regards,
Nico Lin
Events Horizon