

COMMUNICATION SKILLS

**Syllabus companion
for graded exams**

Guidance and texts for:

- ▶ Advertisement analysis (Grade 6)
- ▶ Public address (Grade 8)

from April 2025



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Introduction

This document is designed as a practical tool for teachers preparing candidates for specific tasks in the Communication Skills exams at Grades 6 and 8. It provides focused guidance on selected tasks to support candidates in meeting the objectives and expectations of these exams.

In the following pages, you will find clear descriptions, objectives and the texts for each task. By reading this document alongside the syllabus specifications, teachers will ensure candidates are well-equipped for their exam.

For requirements and guidance on the other tasks at Grades 6 and 8, teachers should refer directly to the syllabus specifications.

Advertisement analysis | Grade 6, Task 2 (Group), Task 3 (Individual)

Task description

The candidate or group discusses with the examiner the content and delivery of the text of an advertisement.

The text will be one of those detailed in the texts of advertisements in this document.

Task objective

This task encourages and assesses the candidates' skills in analysing the message that needs to be conveyed and the most appropriate and creative methods that could be used to convey it.

What candidates need to do

Candidates should familiarise themselves with the texts of advertisements in this document.

Candidates should consider the message of the advertisement, examples of how the message is conveyed through the language, style and idiom of the advertisement, the target audience and ways of reaching it (eg through television/web-based advertising), what visuals might be used, and casting and voice-over.

Candidates can make notes on the advertisements and refer to these in the exam. However, because the task also assesses the candidates' ability to be able to respond to questions on unprepared points, they should be able to engage in a free-ranging discussion with the examiner. The examiner will select one of the advertisements to discuss with the candidate(s) and will share the text.

Texts of advertisements

Candidates should familiarise themselves with ALL THREE of the following texts. In the exam, the examiner will select one to discuss with the candidate.

Advertisement 1

Transform your journey with 'Fit4Life'

Elevate your fitness game with Fit4Life, your ultimate workout companion.

Are you a newbie or a fitness enthusiast? Whatever your starting point, our app delivers tailored workouts, expert guidance and real-time progress tracking.

Unleash your potential, set new goals and redefine your limits.

Embrace a healthier lifestyle – download Fit4Life today and make every step count.

Advertisement 2

Discover 'EcoClean' – Where nature meets innovation

Experience the magic of sustainable living with EcoClean. Our range of eco-friendly products is designed to harmonise with nature without compromising on quality or results.

From reusable essentials to biodegradable wonders, EcoClean is your gateway to a greener future.

Join us in protecting the planet while embracing style, functionality and performance.

Together, let's create a world where your choice makes a difference.

Advertisement 3

Awaken to 'Morning Brew'

Start your day with a symphony of flavours and aromas that dance on your taste buds.

At Morning Brew, each cup of coffee you drink is crafted from a precision blend that has been considered from bean to brew. Our expert baristas have transformed the ordinary into extraordinary, offering a rich selection of blends that cater to your daily preferences.

Rise and shine with Morning Brew – where every sip is an invitation to awaken your senses.

Public address | Grade 8, Task 2 (Individual)

Task description

The candidate gives a two-minute public address in response to one of the scenarios in this document.

Task objective

The purpose of this task is to test the candidate's skills in being able to put together a public address appropriate to a given venue, audience and situation and then respond quickly and accurately to a change in situation.

In the assessment, examiners are looking for ability to formulate a structure that covers the information, sets the required tone, engages the audience and conveys the information in the candidate's own personal style.

What candidates need to do

Candidates should select one of the **public address scenarios** in this document. They should then prepare a two-minute public address in response to the scenario.

In the exam, the examiner will ask the candidate which scenario they have selected and will then ask them to give their public address. The candidate can refer to simple notes when delivering their address. However, the address should not be read word-for-word. The examiner will then give the candidate an adjustment to make to their public address.

Example

Venue: Home of a family member

Audience: Large family gathering

Situation: Speech at a family celebration

For the above scenario the adjustment might be, 'Due to travel problems only six members of the family are physically present, and you will be addressing the remainder through video-conferencing on two or more devices. Make some small adjustments to your speech to ensure that they feel included.'

The candidate will have two minutes to make the adjustment to their speech. They should ensure that the public address stays within the two-minute duration and should therefore make edits to their speech where necessary. The candidate will then be asked by the examiner to present their public address again, this time incorporating the adjustment.

Public address scenarios

Candidates should select ONE of the following scenarios and prepare a two-minute address in response.

Scenario number	Venue	Audience	Scenario
1	School	8 parents	You are a student at the school. You have been asked to show a group of parents around the school who are considering the school for their own child/children. Provide an introduction to the tour. Welcome the parents to the school and introduce yourself. Provide a short overview to the school and say why you think this would be a good place of study for their child/children. Include some details of the facilities.
2	Train platform during afternoon rush hour	Commuters on their way home from work	You are an announcer at a train station. Announce some updates to train information. There are some service changes owing to a blockage on the line. How do you provide clarity of information for tired commuters?
3	Store	A range of shoppers	You are a store manager announcing a sale. Provide details of discounts, promotions, and special offers available to shoppers. How do you encourage customers to take advantage of the deals?
4	Sport stadium	10,000 sports fans of all ages	You are a safety officer at a sports event addressing the crowd before a game begins. Remind attendees of the stadium's safety regulations, including the locations of emergency exits and medical assistance stations. Include a reminder about fair treatment of fellow fans and behaviour during the sports event.
5	Art gallery	An audience of 100 art enthusiasts	You are a gallery host at the opening of a new art exhibition. Provide some information on how to move through the gallery, how to engage with the art, details of exits and refreshment areas.
6	Local park	30 local volunteers	You are a volunteer organiser of a park clean-up event. Organise the other volunteers into teams, let them know where to find the equipment they need, considerations when undertaking the clean-up, and details of breaks.