

- Can you tell me an interesting building in your hometown?
- What do you think of your country's architecture?
- Do you think it is better to live in a house or an apartment?
- There are many types of houses (underground, eco-friendly, rural, apartment). What kind of house would be your ideal house?



Boring

Dull

Hideous

Bland

Dated

Ugly



Stunning

Famous

Traditional

Red Brick

Unique

Timeless

Elegant



Plain

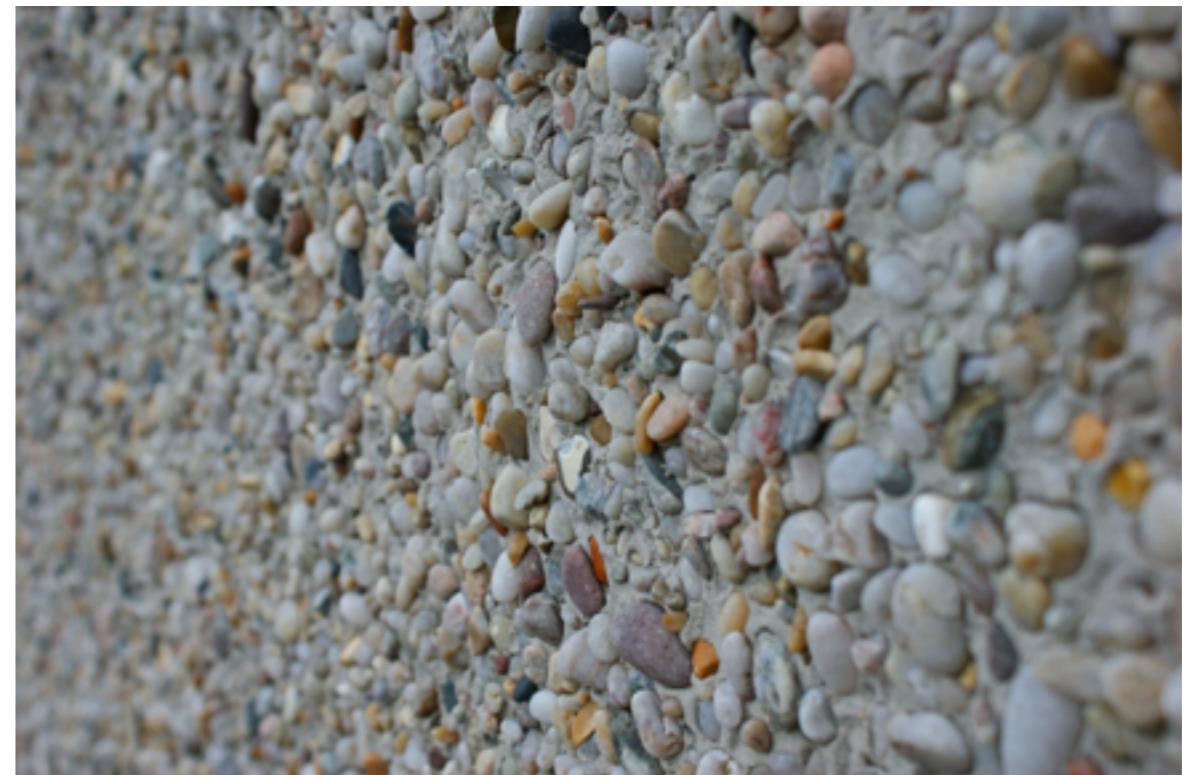
Single-story

Pebble-dashed

Uninspiring

Simple

Functional





High-rise

Over-the-top

Innovative

Luxurious

Famous

Futuristic

Derelict

Ruined

Dilapidated

Run Down



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Ecologically friendly
Residential

Low rise
Green

Modern

- How important are monuments in defining a nation and culture?
- What role do old buildings and new buildings play in modern society?
- Do you think it necessary to protect old buildings?
- What can governments do to help protect important buildings and places?





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CAE Proposal

There are plans to demolish an old and unused building in the town where you are a student. You feel that the building should be saved. You decide to write a proposal for the town council explaining why you think the building should be preserved, suggesting what could be done to modernise it and saying how the building could benefit the local people.

Write your proposal.

(c) Manchester Libraries



Planning

- Why preserve the building?
- How to modernise
- Benefit to local people

Why preserve building?

- Historic:
 - Famous person lived there
 - Famous event occurred there
- Architectural importance
- Landmark
- Local Pride

How to modernise

- Turn into offices/ flats
- Mixed use of both?
- Creative spaces
- Green spaces
- Solar panels
- Multi-story car park?

Benefit local people

- Great quality modern flats in local landmark
- Sense of pride in community
- Boost property values in area
- Create new jobs
- Connect areas of the city/town
- Reduce crime

Proposal essentials

- Remember to ANSWER THE QUESTION that you were asked
- Use a clear and simple layout with headings for each section
- Write in a formal and impersonal style
- Start the proposal with a clear sentence that states the purpose/aim
- Finish your answer with a final sentence that is a summary of your opinion (based on what you have previously written)
- Total word count should be 220 - 260 words

Useful Language: Introduction

- The aims of this proposal are to...
- The principal aims/objectives of this proposal are to...
- This proposal evaluates....
- This proposal is intended to present the...
- In this proposal I aim to...

Current/ Background Information

- Many students/local residents/pensioners/members of the local community have commented that...
- There is a strong feeling among all concerned that...
- Following a survey of local residents it was found that...
- Comments made at the end of the questionnaires suggest...
- Following a survey among families of young children...
- Concerned members of the local community were invited to attend...
- A number of concerns with regard to the most recent street party were expressed by locals...

Suggestions

- It is recommended that...
- There should be...
- It would be advantageous/beneficial to...

Final Recommendations

- If the above suggestions are implemented there would be...
- Unless the recommendations are taken seriously, it is unlikely that...
- Implementation of the above ideas would result in...
- If these recommendations are implemented, the situation is bound to improve.
- Unless these suggestions are implemented, it is unlikely that there will be any improvement in the short term.
- The results of the survey/questionnaire suggest that would seem to be the best option/choice/solution.

Let's look at one a student wrote.

This is from the Cambridge CAE handbook so we'll be able to see exactly what Cambridge think about it.

To: Municipal council
From: M. Rezende
Subject: Municipal Library

INTRODUCTION

I am writing this letter to make an appeal for the not destruction of the Municipal Library's building.

HISTORICAL INTERESTS

One of the reasons why the building should be preserved is because of its touching past. It was built with only imported material of best quality, and it was the second library in the country. It was also, for more than a hundred years, the biggest and more luxurious public building in the whole country. For its characteristic seventeenth century building and for its importance in the past, it is still studied and visited by historians.

BENEFITS FOR COMMUNITY

The building is located right in the middle of the town, so it is accessible for the entire population, and it is also the biggest building in town, and it can surely support more books than any other building. By destracting the building it would with absolutly no doubt be a huge loss of books and culture.

IMPROVEMENTS

There is no point arguing that the building is quite old-fashioned and could use some improvements. It could really use some painting and repairing on the wall and floor, however, the best would be making some technological improvements, such as elevators, computers and an electronic “finding books” system.

CONCLUSION

To sum up, there are plenty of reasons why the library should be preserved, it benefits the people, the history and the culture, and I would be pleased if you took my letter in consideration.

Content

For content they gave this student a 5 (out of 5). He did everything he was supposed to do. In the real world, the reader would understand the proposal and be able to make a decision.

Communicative Achievement

Cambridge rated this at only 2. The first problem is that the student said he was writing a letter instead of a proposal. It's doubly weird because he uses headings like in a proposal. Writing 'letter' is just confusing.

The main problem is that the text focuses on the past - proposals are about the future.

Organisation

Here the student scored a 3. Cambridge praised the way he split the text into sections each dealing with a separate aspect of the question.

They also liked that he used cohesive devices - phrases that link sentences and paragraphs together and that he used complex structures to make key points. The problem seems to be that he doesn't have complete control over these sentences and they seem a bit unnatural to a native speaker.

Language

This was another weak point for the candidate - he only scored a 2. There are examples of good language and he tried to use some advanced phrases and grammar. And while there were some mistakes they don't really stop you from understanding the text.

So is 2 a bit harsh? I think so - but that just shows the standard that is expected. You have to have good control - not just in a CAE proposal but in whatever you write at this level. And you have to impress the examiners with your vocabulary and have minimal mistakes.

Proposal to Repurpose Ducie Central

In this proposal I aim to persuade the Council that Ducie Central is a landmark building, that its demolition is not in the public interest, and that the building could still have a bright future.

WHY DUCIE CENTRAL SHOULD BE PRESERVED

Ducie Central was the first adult education centre in the city, and it stood as a point of pride for hundreds of years before falling into neglect. Even today in its shabby, vandalised state, it is warmly regarded - many older people took classes there, and even some teenagers can remember the annual fun fair that was held on the grounds.

But the building is more than memories - it's a place where education used to happen, and where it can happen again.

HOW IT CAN BE MODERNISED

Ducie is old and would cost a fortune to heat. There's no doubt it would be expensive to insulate, install triple-glazed windows, and set up solar panels on the roofs. However, local architects and the Engineering College are willing to work on my proposed redevelopment for free.

I recommend that one section be converted into office space - that would help offset the cost of the project.

REDEVELOPMENT WOULD BENEFIT EVERYONE

It's not hard to see who would benefit from demolition - property developers who would buy the land cheaply and throw up some copy/paste housing. Modernising the building and re-opening the college would benefit not only the people who would study there but also the whole community. It would be a focal point and we could hold the fun fair like in the past.

CONCLUSION

I believe that modernising the building is the best choice and strongly urge you to consider it.

284 words

