

6.4_A

Suggested answer

An art gallery operating in a small market needs to maintain a competitive edge in order to keep its attendance figures up. To illustrate this, the City Art Gallery sponsorship programme, which has been struggling to remain viable, is shown. Having analyzed its figures, the Art Gallery realized attendance was too low, given that the market had reached maturity. It was decided that new initiatives were needed so as to revitalize the programme.

	Sentence	Methods
1	An art gallery ¹ <u>operating</u> in a small market needs to maintain a competitive edge ² <u>in order to</u> keep its attendance figures up.	1. introduces participle clause 2. links sentences with conjunction <i>in order to</i>
2	¹ <u>To illustrate this</u> , the City Art Gallery sponsorship programme, ² <u>which</u> has been struggling to remain viable, ³ <u>is shown</u> .	1. introduces new clause: <i>To illustrate this, ...</i> 2. introduces relative clause 3. passive verb form
3	¹ <u>Having analyzed its figures</u> , the Art Gallery realized attendance was too low, ² <u>given that</u> the ³ <u>market</u> had reached maturity.	1. introduces participle clause 2. links sentences with conjunction <i>given that</i> 3. ellipses – unnecessary information (<i>which they were operating in</i>)
4	¹ <u>It was decided</u> that new initiatives were needed ² <u>so as to</u> revitalize the ³ <u>programme</u> .	1. passive verb form 2. links sentences with conjunction <i>so as to</i> 3. ellipses – avoid repetition (<i>City Art Gallery sponsorship</i>)