3/2 Model

TOPIC: Discuss the influence that advertising has had on your life or the lives of your friends.

Advertising has a large influence on my life and the lives of my friends. Advertising has an influence on the cars we drive, the clothes we wear, and the food we eat.

Advertising influences the cars my friends and I drive. The television commercials paint an unrealistic picture of how good life is once you own their product. For example, one of the commercials for Volvo implies that a person doesn't have class unless he drives a Volvo. According to the Cadillac commercial, a car can not be elegant unless it is a Cadillac. Magazine ads are very similar to television ads. Magazine ads show beautiful women and handsome men gathered around an automobile, and implies that the reader can be like the people in the ad.

Advertising has an influence on those clothes we wear. Television and magazines show hair-thin models wearing different articles of clothing. The ads for Jordache or Calvin Klein are a good example of this fact. My friends and I sometimes feel that if the clothes look good, then they must be made good. We also hope the clothes look as good on us as they did on the models.

Finally, advertising influences our eating habits. There are ads for hamburgers, hotdogs, pizzas, beer, candies, cakes, and the list keeps going. Pizza Inn gives us more of the things we like. The people of Burger King treat us right. Everyone wants to be an Oscar Mayer hot dog. Michelobe wants us to put a little weekend in our week. Of course, relief is spelled with Rolaids. With ads like these facing us every night who can resist?

In conclusion, I'd like to say that advertising influences the way everybody lives. The cars we drive, the clothes we wear, and food we eat are all a result of advertising.

Analysis of 3/2 Model

The essay demonstrates more than the "minimal competence" of a "2" essay, but fails to attain the "definite competence" of a "3." Although the central idea is related to the topic, this idea is not always in clear focus: details, particularly in the second paragraph, describe more the appeals than the effects of advertisements. The opening paragraph has no introduction, merely the thesis divided into two sentences, and the conclusion is a gratuitous restatement of the opening. Transitional phrases are either non-existent or uninspired.

The essay rates above a "2" because it has clear organization, adequate development, and parallel structure. Details are vivid, occasionally novel, and the point of view and tone are generally consistent, the latter being lightly ironic. With the exception of the overuse and misuse of "good" in paragraph three, the extraneous comma in paragraph two, and the necessary comma omitted from paragraph four, word choice is accurate and punctuation correct. Grammatically, the essay is altogether sound.
TOPIC: Discuss why people are fascinated by amusement parks such as Disney World.

People of all ages, shapes, sizes, financial statuses, and interests pour, in vast numbers each year into such amusement parks as Disney World and Six Flags. Why the fascination with these places, even to the point of repetitive visits? Each individual has his own reason, but there are a few common to all. Here in a make-believe world can be found something for everyone.

On stepping from a sometimes harsh, ugly world through the gates of a "magic kingdom," one can do for a short while anything he desires. Vicarious living, with all the thrills and dangers of adventure in faraway places or daring escapades unavailable in everyday life, is here for the price of a ticket. There are wild rides: twisting, dipping, now fast, then slow, breath-taking, almost dangerous. For a few minutes one can live on the edge of danger, but always with the knowledge that safety is only inches and seconds away. Tamer rides are available for the children of all ages who prefer their thrills in more sedate doses. There are beautiful, clean, and true-to-life (better then life?) amusements here also; here everything is pretty, always works, and ends before boredom sets in. There are rides that take one through other countries, fantasy worlds, even into a mildly threatening outer space, and always with the surety of a safe return! Threatening animals become friends, and are totally predictable, clean and nicer than the real thing. One can even return to the past, seeing of course only nostalgic beauty in the "good old days," and handily passing over any unpleasant memories. The future can be attained in seconds, showing the wonders in store for one as a result of the marvelous technilogical advances of mankind.

Of lesser importance, but still a valid reason for amusement-park popularity, is the availability of food of many different types. Cuisine of exotic foreign countries is presented in a fairly reasonable form for a decent prices. Where else could be tasted a bean-paste sweet typical of Japan, a delicate, flaky Napoleon of France, or a foaming cold beer served in a bier haus of Germany? All this, and more, is available at one price, as often as wished.

So are seen two reasons for the tremendous popularity of the amusement parks. All in one package, instant gratification is there, every day, year-round. All need and desire escape from mundane lives. The amusement parks provide this escape.

Analysis of 4/3 Model

The essay is not quite a "4" chiefly because the organization plan is rather ineffective. The second paragraph lacks a clear focus--given the variety of details contained in it, the writer might very well have gone on to discuss food along with the rides, the animals, and the nostalgic vistas. Of less importance, in the second sentence of the second paragraph, the verb should be nearer its subject; transitional devices are not used skillfully; the writer overuses the "there are" construction in the second paragraph; "technological" is mispelled; and punctuation is sometimes questionable. The essay is better than a "3" because some of the details are sharply--or wryly--observed; the writer turns some nice phrases; the writer manifests a certain sophistication in diction as reflected in the correct use of "sedate," "vicarious," and "gratification"; and the essay contains no grammatical or mechanical errors and only one spelling error.