Emerging | Exemplar Essay

Ad Me

Social Media

Clarity and Focus

There is no clear thesis or unifying idea to the response. While the topic of ads is addressed throughout, the essay does not remain focused on the demands of the prompt, as it is unclear if the writer is saying that advertisements reflect the writer's "real identity" or not.

Development

The writer gives an example of when advertising on social media reflects personal interests ("clothing and shoe ads"), but doesn't clearly provide examples from experience as to why ads pop up that don't reflect interest. Ideas are undeveloped and unsupported.

Organization

Some attempt is made to organize ideas by the use of paragraphs, but there is no clear introduction, body, or conclusion that connects ideas. Transitions are lacking and relationships between ideas are unclear and undeveloped.

Language and Style

The essay does not establish or maintain a formal style throughout the response, and the language that is used is general and not domain-specific ("I don't know why they pop up so much," and "some ads are pretty accurate but not always").

Using Exemplars in Your Lessons

Exemplar essays are tools to take abstract descriptions and make them more concrete for students. One way to use them is to print the clean copies of the essays and allow students to use the rubric to make notes or even find examples of important elements of an essay - thesis statements, introductions, evidence, conclusions, transitions, etc. Teachers can also use exemplars to illustrate what each score point within a trait 'looks like' in an authentic student essay. For additional ideas, please see "25 Ways to Use Exemplar Essays" by visiting the Curriculum Resources page in Help.

revision assistant

Social Media

Every time I log on to social media, ads pop up. They use advertisements to show how you can become more perfect like the people in the ads. The types of ads I get sometimes reflect me. One time I needed to look up car batteries because my car needed a new one, so now that cars and auto repair parts show on my browser are not needed like they once were. Other ads that show up a lot are like the clothing and shoe ads. These ads are accurate because I always look these kind of things up so I can understand why but some other ads I don't know why they pop up so much. So I think that some ads are pretty accurate but not always. I think that advertisers are just trying to take your money so their company can grow and make more money.