



Developing | Exemplar Essay

Ad Me

Advertising Identity



Clarity and Focus

The thesis does not address the demands of the prompt with a clear central idea ("I believe that both of these identities are different in their own ways..."). Focus on the thesis wanes throughout the essay as ideas are not clearly connected to the task ("It's the advertiser's job to make you really want to buy the product").



Development

The writer attempts to present evidence ("when a new game comes out, they show me an ad for it") and ideas ("Either way companies have to make money"), but neither is sufficient, fully developed, or clearly tied to the thesis.



Organization

Paragraph breaks are present and there is an attempt to organize an introduction, body, and conclusion. Transitions are evident but repetitive ("but," "sometimes," "because") and connections between ideas are not always clear ("Either way companies have to make money...").



Language and Style

While the introduction attempts to use formal language from the prompt, the majority of the essay lacks academic formality and word choices are simplistic ("I like," "I could not care less," "some dating site").



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.

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Notes

Companies always think that our "real identities" and their "advertising identities" are the same. There are similarities and differences between both of these personalities. I believe that both of these identities are different in their own ways because sometimes the ads are for things I like but sometimes they're not.

When I'm online the most common thing I see is plenty of video game commercials and that interests me because I like video games. For example I like role playing games so when a new game comes out, they show me an ad for it. But then they show a commercial about a new gas guzzler Ford truck that I could not care less about. Sometimes the ads they show have nothing to do with me or what I like. Companies try to show you what you like but if all else fails they'll just send you a commercial whether you like or not because they have to make money somehow. It's the advertiser's job to make you really want to buy the product. Sometimes they just put out general advertising so that maybe I will click on it and buy it. Either way companies have to make money so they pay for ads on Facebook or Amazon or some dating site so you'll see their product. But the ads they show me aren't don't represent who I am really because my "real" self is more than what I buy.

In conclusion, my advertising identity is either not real or only represents me from a certain time period whenever I am looking to buy something. They mostly show me things that relate to the games I play or things I'm interested in. However, my real identity is more than the games I play or what my profile says or what my Google history shows. My true identity is who I am as person and how I treat other people, not the things I click on.