

SESSION ONE

FOR TEACHERS ONLY

The University of the State of New York
REGENTS HIGH SCHOOL EXAMINATION

ENGLISH

Wednesday, August 16, 2006—8:30 to 11:30 a.m., only

E

SCORING KEY AND RATING GUIDE

Mechanics of Rating

Updated information regarding the rating of this examination may be posted on the New York State Education Department's web site during the rating period. Check this web site <http://www.emsc.nysed.gov/osa/> and select the link "Examination Scoring Information" for any recently posted information regarding this examination. This site should be checked before the rating process for this examination begins and several times throughout the Regents examination period.

The following procedures are to be used for rating papers in the Comprehensive Examination in English. More detailed directions for the organization of the rating process and procedures for rating the examination are included in the *Information Booklet for Administering and Scoring the Comprehensive Examination in English*.

Scoring of Multiple-Choice Questions

Indicate by means of a check mark each incorrect or omitted answer to multiple-choice questions on the Session One answer sheet; do not place a check mark beside a correct answer. Use only red ink or red pencil. In the box provided under each part, record the number of questions the student answered correctly for that part. Transfer the number of correct answers for the Part A and Part B multiple-choice questions to the appropriate spaces in the box in the upper right corner of each student's **SESSION ONE** answer sheet.

Session One Correct Answers	
Part A	Part B
(1) 1	(7) 1
(2) 3	(8) 2
(3) 4	(9) 4
(4) 2	(10) 3
(5) 3	(11) 2
(6) 1	(12) 1
	(13) 3
	(14) 2
	(15) 1
	(16) 4

Rating of Essays

- (1) Follow your school's procedures for training for rating. This process should include:

Introduction to the task—

- Raters read the task and summarize its purpose, audience, and format
- Raters read passage(s) and plan own response to task
- Raters share response plans and summarize expectations for student responses

Introduction to the rubric and anchor papers—

- Trainer reviews rubric with reference to the task
- Trainer reviews procedures for assigning scores
- Trainer leads review of each anchor paper and commentary
(**Note:** Anchor papers are ordered from high to low within each score level.)

Practice scoring individually—

- Raters score a set of five papers individually
- Trainer records scores and leads discussion until raters feel confident enough to move on to actual scoring

- (2) When actual rating begins, each rater should record his or her individual rating for a student's essay on the rating sheet provided, *not* directly on the student's essay or answer sheet. Do *not* correct the student's work by making insertions or changes of any kind.
- (3) Each essay must be rated by at least two raters; a third rater will be necessary to resolve scores that differ by more than one point. The scoring coordinator will be responsible for coordinating the movement of papers, calculating a final score for each student's essay, and recording that information on the student's answer paper for Session One.

**SESSION ONE – PART A – SCORING RUBRIC
LISTENING AND WRITING FOR INFORMATION AND UNDERSTANDING**

QUALITY	Responses at this level: 6	Responses at this level: 5	Responses at this level: 4	Responses at this level: 3	Responses at this level: 2	Responses at this level: 1
<p>Meaning: the extent to which the response exhibits sound understanding, interpretation, and analysis of the task and text(s)</p>	<p>-reveal an in-depth analysis of the text -make insightful connections between information and ideas in the text and the assigned task</p>	<p>-convey a thorough understanding of the text -make clear and explicit connections between information and ideas in the text and the assigned task</p>	<p>-convey a basic understanding of the text -make implicit connections between information and ideas in the text and the assigned task</p>	<p>-convey a basic understanding of the text -make few or superficial connections between information and ideas in the text and the assigned task</p>	<p>-convey a confused or inaccurate understanding of the text -allude to the text but make unclear or unwarranted connections to the assigned task</p>	<p>-provide minimal or no evidence of textual understanding -make no connections between information in the text and the assigned task</p>
<p>Development: the extent to which ideas are elaborated using specific and relevant evidence from the text(s)</p>	<p>-develop ideas clearly and fully, making effective use of a wide range of relevant and specific details from the text</p>	<p>-develop ideas clearly and consistently, using relevant and specific details from the text</p>	<p>-develop some ideas more fully than others, using specific and relevant details from the text</p>	<p>-develop ideas briefly, using some details from the text</p>	<p>-are incomplete or largely undeveloped, hinting at ideas, but references to the text are vague, irrelevant, repetitive, or unjustified</p>	<p>-are minimal, with no evidence of development</p>
<p>Organization: the extent to which the response exhibits direction, shape, and coherence</p>	<p>-maintain a clear and appropriate focus -exhibit a logical and coherent structure through skillful use of appropriate devices and transitions</p>	<p>-maintain a clear and appropriate focus -exhibit a logical sequence of ideas through use of appropriate devices and transitions</p>	<p>-maintain a clear and appropriate focus -exhibit a logical sequence of ideas but may lack internal consistency</p>	<p>-establish, but fail to maintain, an appropriate focus -exhibit a rudimentary structure but may include some inconsistencies or irrelevancies</p>	<p>-lack an appropriate focus but suggest some organization, or suggest a focus but lack organization</p>	<p>-show no focus or organization</p>
<p>Language Use: the extent to which the response reveals an awareness of audience and purpose through effective use of words, sentence structure, and sentence variety</p>	<p>-are stylistically sophisticated, using language that is precise and engaging, with a notable sense of voice and awareness of audience and purpose -vary structure and length of sentences to enhance meaning</p>	<p>-use language that is fluent and original, with evident awareness of audience and purpose -vary structure and length of sentences to control rhythm and pacing</p>	<p>-use appropriate language, with some awareness of audience and purpose -occasionally make effective use of sentence structure or length</p>	<p>-rely on basic vocabulary, with little awareness of audience or purpose -exhibit some attempt to vary sentence structure or length for effect, but with uneven success</p>	<p>-use language that is imprecise or unsuitable for the audience or purpose -reveal little awareness of how to use sentences to achieve an effect</p>	<p>-are minimal -use language that is incoherent or inappropriate</p>
<p>Conventions: the extent to which the response exhibits conventional spelling, punctuation, capitalization, grammar, and usage</p>	<p>-demonstrate control of the conventions, essentially no errors, even with sophisticated language</p>	<p>-demonstrate control of the conventions, exhibiting occasional errors only when using sophisticated language</p>	<p>-demonstrate partial control, exhibiting occasional errors that do not hinder comprehension</p>	<p>-demonstrate emerging control, exhibiting occasional errors that hinder comprehension</p>	<p>-demonstrate a lack of control, exhibiting frequent errors that make comprehension difficult</p>	<p>-are minimal, making assessment of conventions unreliable -may be illegible or not recognizable as English</p>

- If the student writes only a personal response and makes no reference to the text(s), the response can be scored no higher than a 1.
- Responses totally unrelated to the topic, illegible, incoherent, or blank should be given a 0.
- A response totally copied from the text(s) with no original student writing should be scored a 0.

"Genetically modified foods" is a simple phrase that conveys a plethora of negative connotations. Large numbers of people shun such "monster foods." But one industry, through its use of propaganda, is attempting to change that perception. By developing and then marketing the supposed miracle product "golden rice," the biotechnology industry claims that this genetically modified food will save the lives of millions by delivering the nutrition essential for life. The industry seeks to persuade the masses by appealing to the consumer's conscience. But is yellow rice really all it seems?

Foods which have had their genes altered through complex processes to produce a sort of hybrid, superior to that found in nature, are called genetically modified foods. These foods have traditionally been regarded by the public with wary skepticism. Most people do not feel comfortable supporting an industry which has, in essence, mutated something natural. Moral and health-related criticisms have been raised by many. Yet through the development and advertisement of "golden rice," the biotechnical industry aims to change the public's opinion by handing them an argument to silence even their toughest critics.

Yellow, or golden, rice is the latest food to emerge from the labs, painstakingly developed

by using the gene of a daffodil to produce rice full of beta-carotene. This is a good source of vitamin A, when synthesized by the body. The biotechnology industry claims that golden rice will "prevent blindness and infection" in millions of malnourished third world children. By appealing to the morality of the situation, the industry has finally gained some ground. After all, how could anyone argue against a food which could supposedly save the lives of millions of innocent children? Through specific marketing targeted at the conscience of the consumer, the biotechnology industry plans to build its image and exploit the consumer's sense of ethics to make a profit.

Though the industry may try to make an argument for yellow rice, there are problems with their claims. Yellow rice does not have any real credibility. For instance, though yellow rice is supposed to cure third worlders of their vitamin A deficiency, after closer inspection of the matter, it comes to light that in order for the body to metabolize beta-carotene into vitamin A, fats and proteins must also be present in the system. This poses a problem in that fats and proteins are probably what a starving child lacks most. Even barring these facts, research has shown that in order for an 11 year old to receive his daily allowance of vitamin A, he or she would

have to consume 15 pounds of the rice daily. Not only is this completely improbable in its own right, the situation is compounded by the fact that most Asians, and people in general, prefer white rice to all other kinds. In fact, even if yellow rice did live up to its promises, what would the guarantee be that people would ever want to eat it? Brown rice has significant nutritional value but is in large part untested due solely to its lack of popularity.

Biotech's solution to this is to launch an "education" campaign on the benefits of yellow rice. Yet wouldn't the 50 million dollars spent on advertisement alone do much more good if it was diverted directly to the problem of poverty? Even Gordon Conway, president of the corporation which financed the development of the rice, concedes, "We do not consider golden rice the solution to the vitamin A deficiency problem."

Through such carefully devised statements like "every month of delay will mean another 50,000 blind children," biotechnology companies have misled consumers, falsely represented their product, exploited the emotions of the masses and spent millions of dollars doing so. This is propaganda meant to convince and persuade. But isn't it more than a little ironic that a company seeking to sell a product based on moral reasons

was actually conducting itself unethically the entire time ?

Anchor Level 6 – A

Quality	Commentary
Meaning	The response: Reveals an in-depth analysis of the text by arguing that the biotechnology industry <i>is attempting to change a public perception</i> that people should <i>shun ... “monster foods”</i> by <i>appealing to the consumer’s conscience</i> . The response makes insightful connections between information and ideas in the text and the assigned task (<i>the biotechnical industry aims to change the public’s opinion by handing them an argument to silence even their toughest critics and biotechnology companies have misled consumers, falsely represented their product, exploited the emotions of the masses and spent millions of dollars doing so</i>).
Development	Develops ideas clearly and fully, making effective use of a wide range of relevant and specific details from the text (<i>painstakingly developed by using the gene of a daffodil to produce rice full of beta-carotene, Through specific marketing targeted at the conscience of the consumer, This poses a problem in that fats and proteins are probably what a starving child lacks most</i>).
Organization	Maintains a clear and appropriate focus on the idea that the biotechnology industry uses propaganda in order to <i>build its image and exploit the consumer’s sense of ethics to make a profit</i> . The response exhibits a logical and coherent structure through the skillful use of appropriate devices, such as rhetorical questions (<i>But is yellow rice really all it seems?</i>) and transitions (<i>Yet through the development; After all, how could anyone argue; Not only is this completely improbable in its own right</i>).
Language Use	Is stylistically sophisticated, using language that is precise and engaging (<i>These foods have traditionally been regarded by the public with wary skepticism</i>), with a notable sense of voice and awareness of audience (<i>Yet wouldn’t the 50 million dollars ... do much more good if it was diverted directly to the problem of poverty?</i>). The response varies the structure and length of sentences to enhance meaning (<i>This is propaganda, meant to convince and persuade</i>).
Conventions	Demonstrates control of the conventions, exhibiting occasional errors in punctuation (<i>product “golden rice,” and malnourished third world children</i>) and grammar (<i>industry ... their</i> and the use of <i>which</i> rather than “that” to introduce restrictive clauses) that do not hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 6, although it is somewhat weaker in conventions.	

The biotechnology industry has recently begun using advertisement to push one of their products, genetically engineered golden rice. Their morality campaign demands we be sympathetic of starving children who are going blind and getting infections. However, the real moral problem in this situation lies in the company, not their rice.

The biotechnology company, Syngenta, presents a very persuasive campaign. They boast their rice "helps prevent blindness and infection in ~~elderly~~ children," who are suffering from vitamin A deficiency. Their product, which is genetically engineered with a ~~wild~~ ~~carrot~~ gene, is unique in that, when eaten, the beta carotene in the rice is converted to vitamin A which will obviously help starving children. Such a ~~powerful~~ ^{presented in such a} product ^{powerful} had ^{ad} many convinced of its validity. Time magazine proclaimed, with ~~the~~ golden rice pictured on its cover, that, "This rice could save one million kids a year." Even Greenpeace, an organization which ~~is~~ takes a stance against genetically engineered food, stated that golden rice "is a moral challenge to our position." However, Syngenta's propaganda fails to mention vital facts about its product.

Golden rice may have the capability of providing humans with a source of vitamin A, but the quantity is not up to par. An 11 year old would have to eat 11 pounds of golden rice a day to ~~so~~ ~~achieve~~ achieve ~~the~~ the recommended daily value. On top of that, golden rice only benefits those who are already adequately nourished. Converting beta carotene to vitamin A is a process which requires fats and proteins. Malnourished children lack these vital chemicals, which is why they would require the rice in the first place.

What Syngenta also fails to mention in their 50 billion dollar ad campaign, is that there are other, ~~more~~ more valuable solutions to the problem. Their 50 billion dollars could have been spent promoting brown rice, which is already rich in nutrients, and save the one million spent developing golden rice. It could also be better spent supplying farmers with seeds to grow vegetables they now currently lack. Even, Gordon Conway, president of the Rockefeller foundation, who was once a part of the golden rice campaign stated, "we do not consider golden rice the solution to the

Vitamin A deficiency problem." Why then does Singenta push a product that is so clearly not the solution.

Simply, the moral campaign put forth to Americans so we would sympathise malnourished children and support their product is really just propaganda ~~being~~ which cleverly "pulls at our heartstrings." Their campaign is more an ~~effort~~ effort to save the company than save starving children. These children are really just an unsuspecting pawn in an attempt to make those who don't need ~~the~~ money richer. The lesson here is that propaganda does not always tell the whole truth. ~~As~~ Ads are not a viable source of fact and often, to find solid information, one has to research on his own time. So, think before letting an ad ~~convince~~ convince a person of wrong information and realize that propaganda is merely a money-making tool.

Anchor Level 6 – B

Quality	Commentary
Meaning	<p>The response: Reveals an in-depth analysis of the text (<i>Simply, the moral campaign put forth to Americans ... is really just propaganda which cleverly “pulls at our heartstrings”</i>). The response makes insightful connections between information and ideas in the text and the assigned task (<i>Singenta’s propaganda fails to mention vital facts about it’s product, golden rice only benefits those who are already adequately nurished, Their campaign is more an effort to save the company than save starving children</i>).</p>
Development	<p>Develops ideas clearly and fully, making effective use of a wide range of relevant and specific details from the text (<i>Such a powerful product presented in such a powerful ad had many convinced of its validity; Malnurished children lack those vital chemicals, which is why they require the rice in the first place; It would also be better spent supplying farmers with seeds to grow vegetables they now currently lack</i>).</p>
Organization	<p>Maintains a clear and appropriate focus on the idea that <i>propaganda does not always tell the whole truth</i>. The response exhibits a logical and coherent structure through skillful use of devices and transitions, such as rhetorical statements and questions at the ends of paragraphs (<i>However, the real moral problem in this situation lies in the company, not their rice; Why then, does Singenta push a product that is so clearly <u>not</u> the solution; These children are really just an unsuspecting pawn in an attempt to make those who <u>don’t</u> need money, richer</i>).</p>
Language Use	<p>Is stylistically sophisticated, using language that is precise and engaging (<i>The biotechnology company, Singenta, presents a very persuasive campaign and Even GreenPeace, an organization which takes a stance against genetically engineered food</i>), with a notable sense of voice (<i>Their 50 billion dollars could have been spent promoting brown rice</i>). The response varies structure and length of sentences to enhance meaning (<i>Their product, which is genetically engineered ... will obviously help starving children</i>).</p>
Conventions	<p>Demonstrates partial control, exhibiting occasional errors in spelling (<i>persuasive, acheive, reccomended, protiens</i>), punctuation (<i>it’s product, 11 year old, campaign stated</i>), and grammar (<i>The biotechnology industry ... their products, What Singenta also fails to mention in their ... campaign, one has to research on his own time</i>) that do not hinder comprehension.</p>
<p>Conclusion: Overall, the response best fits the criteria for Level 6, although it is somewhat weaker in conventions.</p>	

Propaganda has long been used by the powers that be in order to sway the public's view on a variety of subjects. Today this method is used by large industries in aggressive advertising campaigns. One such campaign is the biotechnology industry's attempt to change a widespread negative outlook on genetic engineering by claiming a moral foundation ^{in their new "yellow rice"}. In what writer Michael Pollan describes to be "audacious," the biotechnology industry is taking advantage of the plight of malnourished children to serve their own financial needs.

"Yellow rice" is engineered using a daffodil gene. The gene produces beta-carotene, which in turn produces vitamin A in the body. Genetic engineers ~~claim~~ ^{claim} this new rice could save millions of malnourished children from blindness and infection because it would give them their daily vitamin A requirements. Time magazine has called it the "great yellow hope," ~~and~~ and even Greenpeace has stated that "golden rice is a moral challenge to [their] position."

However, there are a few flaws in the hype about yellow rice. According to Michael Pollan, an eleven year old would have to consume 15 pounds of yellow rice a day just to meet the daily vitamin A requirements. Even if a child could ~~eat~~ eat this vast amount, it ~~is~~ is unlikely it would ~~benefit to malnourished children~~ be beneficial. In order for beta-carotene to be converted to vitamin A in the body, protein and fat ^{must} ~~be~~ be present, precisely what a malnourished child lacks.

Another problem is the Asian outlook on rice. Early philosophers like Confucius began a long tradition of eating only white rice, so it is possible malnourished Asians would not eat the golden rice at all. If this were to happen, an education campaign would be enacted in Asia, a very costly endeavor.

Pollan feels there are many less costly solutions to the problem of malnutrition. Brown rice, vitamin A solutions and educating on vegetable farming are "~~costly~~ ridiculously obvious" ideas that are already being put into action today. If ~~the~~ funds going toward yellow rice were to go to these pursuits, children could be fed in a simpler and less costly way.

When presented with all the facts, it is evident that the ~~the~~ campaign for "golden rice" is less about nourishing children than it is a public relations attempt to change first world views on genetic engineering. Biotechnology industries are taking advantage of our collective moral conscience and exploiting poverty stricken children for their personal gain.

Anchor Level 5 – A

Quality	Commentary
Meaning	The response: Conveys a thorough understanding of the text, explaining how the <i>biotechnology industry is taking advantage of the plight of malnourished children to serve their own financial needs</i> . The response makes clear and explicit connections between information and ideas in the text and the assigned task (<i>there are a few flaws in the hype about yellow rice</i>).
Development	Develops ideas clearly and consistently, using relevant and specific details from the text to discuss the problem of golden rice (<i>it is unlikely it would be beneficial</i>) and some of the <i>less costly solutions to the problem of malnutrition</i> .
Organization	Maintains a clear and appropriate focus on the biotechnology industry’s <i>public relations attempt to change first world views on genetic engineering</i> . The response exhibits a logical sequence of ideas, moving from the industry’s claims about yellow rice (<i>This new rice could save millions</i>) to its faults (<i>it is possible ... at all</i>) and solutions <i>that are already being put into action today</i> . Appropriate transitions are used (<i>However</i> and <i>Another</i>).
Language Use	Uses language that is fluent (<i>If this were to happen, an education campaign would be enacted in Asia, a very costly endeavor</i>), with evident awareness of purpose (<i>Pollan feels there are many less costly solutions to the problem of malnutrition</i>). The response varies structure and length of sentences to control rhythm and pacing (<i>“Yellow rice” is engineered using a daffodil gene</i>).
Conventions	Demonstrates control of the conventions, exhibiting occasional errors in spelling (<i>Micheal</i> and <i>betakeretine</i>), punctuation (<i>Today this, which in turn, Time</i>), and grammar (<i>industry ... their</i> and <i>Greenpeace ... [their]</i>).
Conclusion: Overall, the response best fits the criteria for Level 5 in all qualities.	

Propaganda can be used to spread the aims of an industry² to a great number of people successfully. One industry that uses propoganda negatively,^{but to their benefit} is the biotechnology industry. The Golden Rice campaign of the biotechnology industry uses propoganda to morally guilt wealthy first world citizens to eat genetically modified food on false pretenses. The propoganda is misleading, advocating future benefits of Golden Rice as a solution to Vitamin A deficiencies in Asian children. However, scientists and educational programs have proved^{that} the aims of the Golden Rice campaign are not in the best interests of malnourished Asian children, but to fuel an industry built solely to trick one's conscience. ^{The industry wants us to} ~~into~~ believing that failure to support the Golden Rice campaign will cause Asian children to suffer blindness and disease at our expense. If the first priority of the biotechnology industry was the health of the Asian children, they would set aside the aims of the Golden Rice campaign and instead support other programs working for the well-being of the children by other means than yellow rice. However, the biotechnology industry has another first priority, and that priority is to catch everyone in a moral dilemma, no matter what ~~steps~~ steps need be taken to do so.

The propoganda set forth by the biotechnology industry in support of their Golden Rice campaign is aimed at wealthy first world citizens who can "afford" to support the industry. Commercial pitches flash across television screens, picturing green rice paddies, smiling Asian children, and kindly thirdworld doctors. These commercials beseech people to eat golden rice as a solution to Vitamin A deficiency problems

in ^{malnourished} Asian children. The commercials attempt to guilt people into eating genetically engineered food by placing the health of the Asian children on viewers' shoulders. The campaign also works to win over journalists and news reporters. The cover of Time Magazine ~~picture~~ displays, "Golden rice will Save Millions of Kids a Year." Millions of dollars have been spent on ~~producing~~ developing the Golden Rice campaign, and \$50 million on advertisements explaining the future benefits golden rice can have. However, these benefits ~~are~~ have not yet been seen. How can one truly believe the biotechnology industry has found such a great solution to Vitamin A deficiency in Asian children if we have not seen it happen yet?

Scientists and educational programs have found that Golden Rice is not as beneficial to Asian children as ~~the~~ the biotechnology industry has lead us to believe. Scientists found that if it was even possible, an eleven year-old Asian child would be required to eat fifteen pounds of yellow rice a day to obtain ~~the~~ their recommended daily amount of Vitamin A. Scientists have also reasoned that beta carotene, the active ^{nutrient extracted from a} daffodil gene used in the rice needs fat and protein to produce vitamin A, which malnourished Asian children lack. Educational programs work to spread awareness by instead giving out Vitamin A supplements, seeds to grow green vegetables as well as education on how to, as well as beseeching people to eat nutrient-filled brown rice. However, Asians' preference of white rice as well as the biotechnology industry's

refusal to support educational programs does not benefit the influential aims of these programs.

The biotechnology industry uses propaganda to a negative degree, convincing the public it is working to save Asian children when it is not. The propaganda works to guilt first world citizens into believing their lack of support of the Golden Rice campaign would ~~lead~~^{result in} to 50,000 blind Asian children a year. Michael Pollan, a speaker against Golden Rice expresses the true aim of the biotechnology industry campaign for Golden Rice when he says, "you can almost feel the moral ground shift" upon watching the campaign pitch. It aims to trick one's conscience, not to ~~&~~ benefit malnourished Asian children.

Anchor Level 5 – B

Quality	Commentary
Meaning	The response: Conveys a thorough understanding of the text, explaining how the biotechnology industry <i>uses propaganda to morally guilt wealthy first world citizens to eat genetically modified food</i> . The response makes clear and explicit connections between information and ideas in the text and the assigned task (<i>The propaganda set forth by the biotechnology industry in support of their Golden Rice campaign is aimed at wealthy first world citizens who can "afford" to support the industry</i>).
Development	Develops ideas clearly and consistently, using relevant and specific details from the text to discuss the biotechnology industry's <i>misleading</i> propaganda campaign, primarily its aim to <i>catch everyone in a moral dilemma</i> and the flaws in its argument, as well as alternate <i>programs working for the well-being of the children</i> .
Organization	Maintains a clear and appropriate focus on the <i>true aim of the biotechnology industry campaign for Golden Rice</i> which <i>tricks one's conscience</i> and does not <i>benefit malnourished Asian children</i> . The response exhibits a logical sequence of ideas, moving from the methods of propaganda (<i>Commercial pitches flash across television screens</i>) to the flaws in the campaign (<i>child would be required to eat fifteen pounds of yellow rice a day</i>) to alternate programs. Appropriate transitions are used (<i>However, These commercials, instead</i>).
Language Use	Uses language that is fluent (<i>The propaganda is misleading ... Asian children</i>), although sometimes awkward (<i>benefit the influential aims</i> and <i>uses propaganda to a negative degree</i>), with evident awareness of purpose (<i>the aims of the Golden Rice campaign are not in the best interests of malnourished Asian children</i>). The response varies sentence structure and length to control rhythm and pacing (<i>The campaign also works to win over journalists and news reporters</i>).
Conventions	Demonstrates partial control, exhibiting occasional errors in spelling (<i>dilema</i> and <i>beta carotine</i>), punctuation (<i>by instead giving, vegetables as, Rice expresses</i>), and grammar (<i>to morally guilt, if it was even possible, child ... their</i>) that do not hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 5, although it is somewhat weaker in conventions.	

Propaganda has been used for hundreds of years as a way to influence people's actions and opinions. Recently, the biotechnology industry has used propaganda in an attempt to promote their product, which is genetically engineered rice. Propaganda is a very effective form of advertising; however, it can often be morally debatable in terms of the ways in which ~~a~~ a company goes about expressing itself.

Michael Pollan, in his essay about Biotechnology's use of propaganda to promote genetically engineered rice, points out that the industry is using immoral techniques to appeal to our moral standings. This is very ironic. Yellow rice, developed by the biotechnology industry, is enriched with ~~beta~~ beta carotene, which produces beta carotene which produces vitamin A. By showing malnourished Asian children in their ad campaigns, the industry appeals to our conscience. Golden rice, which is said to help prevent blindness and infection from vitamin A deficiency has been praised by Time magazine because of its ability to promptly cure malnourished children. ~~However~~ By appealing to our feelings of wanting to help others as opposed to wanting to help ourselves, the propaganda does a good job of convincing us to want to support and eat yellow rice. Claims made by the company say that each month that is delayed in the production of Golden Rice, 50,000 children will ~~do~~ become blind because of their vitamin A deficiency.

With all of the hype about the new nutritional rice also comes questions about how helpful Golden Rice really is. Not only do Asian people prefer white rice, but Brown rice is also very healthy and easier to obtain.

So why is the industry pushing Golden Rice? Propaganda causes us to support Golden Rice in an attempt to save starving children, but a look deeper shows that while golden rice is effective in its production of Vitamin A, it is ineffective without the Aid of Fats and proteins in the body. Malnourished children, however, not only have a lack of vitamin A but also a lack of Proteins and Fats, which would make Golden Rice almost Useless. In addition, an 11 year old boy would have to ingest 15 pounds of Golden Rice to fulfill the body's daily vitamin A requirements.

One ^{million} million dollars is spent every year on the production of Golden Rice and another 50 million is used on propaganda advertizing. With the facts showing that Golden Rice is not necessarily more healthy than any other form of rice, why ~~don't~~ doesn't the industry spend the money on other forms of aid like educational programs, vitamin A supplements, or other forms of nutritional and more effective products?

The industry keeps on with its insistence that Golden Rice is the solution to the Vitamin A deficiency problem in hopes of making money. By using propaganda, the biotechnological companies hope that people will overlook the facts, and support Golden Rice only because they don't want little Asian children to die.

Propaganda of the biotechnology industry is very similar to the guilt trips put on children at dinner time: "Eat your peas, there are starving children in Africa". What a way to exploit hungry sick children, give people guilt trips, and make money in the process.

Anchor Level 5 – C

Quality	Commentary
Meaning	<p>The response: Conveys a thorough understanding of the text, explaining how the biotechnology industry uses <i>immoral techniques</i> in its <i>appeals to our conscience</i>. The response makes clear and explicit connections between information and ideas in the text and the assigned task (<i>Progaganda causes us to ... in the body</i>).</p>
Development	<p>Develops ideas clearly and consistently, using relevant and specific details from the text. The response discusses the <i>claims made by the company</i>, the <i>hype</i> surrounding them, and the idea that the rice is <i>almost Useless</i> for malnourished children.</p>
Organization	<p>Maintains a clear and appropriate focus on the <i>morally debatable</i> propaganda of the biotechnology industry. The response exhibits a logical sequence of ideas by explaining what golden rice does, how it is marketed, and why this marketing is mostly propaganda (<i>not necessecarily more healthy than any other form of rice</i>). Appropriate transitions are used (<i>So why is the industry pushing Golden Rice?; children, however; not only ... but also; In addition</i>).</p>
Language Use	<p>Uses language that is fluent (<i>Not only do Asian people prefer white rice ... obtain</i>), with evident awareness of purpose (<i>What a way ... process</i>). The response varies structure and length of sentences to control rhythm and pacing (<i>This is very ironic</i>).</p>
Conventions	<p>Demonstrates partial control, exhibiting occasional errors in spelling (<i>advertizing, aparantly, over look</i>), punctuation (<i>daffodills which, deficiency has, vitamin A but</i>), capitalization (<i>Bio-technology's, Aid of Fats, Proteins</i>), and grammar (<i>industry ... their product and comes questions</i>) that do not hinder comprehension.</p>
<p>Conclusion: Overall, the response best fits the criteria for Level 5, although it is somewhat weaker in conventions.</p>	

Industry today uses propaganda to get to the people to support their cause, like they are trying to prove something. One industry that does this is Biotechnology, an example of this is yellow rice. An article by Michael Pollan about yellow rice helps you see this.

The Biotechnology industry uses propaganda to prove a point it seems. Since the world is so adamant on not transgenetically engineered foods, so they targeted starving children in Africa who are malnourished, and have Vitamin A deficiencies. Without Vitamin A these children could lose their eyesight and be prone to infections. So the ~~Biotechnology~~ Biotechnology industry came up with a product called yellow rice. Yellow rice is 'made from a daffodil gene to make beta-carotene which is a Vitamin A supplement. Time magazine stated that this product could save millions of lives and thousands of children in other world countries from going blind.

~~Does~~ Does the biotechnology industry really care about the children going blind in Africa, or are they just trying to prove a point. The Biotechnology industry has spent over 100 million dollars on the development of yellow rice, also they have spent of 50 million dollars advertising the product. The industry could have sent the rice over to Africa with all of that money instead of telling the world what they were doing. Apparently business is more important than the children. Also in order for the children to even get their minimum amount of Vitamin A they would have to eat 15 pounds of yellow rice, and most children need less and

protein for the Betaceratein to even be digested and fat and protein are what the children need most.

So are the people of industry telling us the truth or just trying to prove something. There are other things they could have done to ensure the children get there supply of Vitamin A, like shipping Vitamin A over to Africa with all of that money they spent on advertisement.

Industry plays with our minds you might say making us think what they have done is so good but really it doesn't make much sense, the facts don't line up. Meanwhile children in Africa and other third world countries are losing the eye sight, thousands every month, and the people that are claiming to help them really are not as well as they could be.

Anchor Level 4 – A

Quality	Commentary
Meaning	The response: Conveys a basic understanding of the text, explaining that <i>Biotechnology ... uses propaganda to prove a point</i> . The response makes implicit connections between information and ideas in the text and the assigned task (<i>Since the world is so adamant on not trying genetically engineered foods</i>). Africa is mistakenly referred to as the destination for yellow rice.
Development	Develops some ideas more fully than others. The response discusses the flaws in the biotechnology industry's promotion of yellow rice (<i>targeted starving children, spent 50 million dollars advertising the product, children ... would have to eat 15 pounds of yellow rice</i>), but how the industry uses <i>propaganda</i> to achieve its goals is less developed.
Organization	Maintains a clear and appropriate focus on how the biotechnology industry <i>plays with our minds</i> . The response exhibits a logical sequence of ideas, presenting reasons for the industry's creation of yellow rice, highlighting its financial investment in the product, and then calling the industry's actions into question (<i>Apparently business is more important than the children</i>). The response lacks internal consistency by arguing alternatives in both paragraphs 3 and 4.
Language Use	Uses appropriate language, with some awareness of audience and purpose (<i>are the people of industry telling us the truth</i>). The response occasionally makes effective use of sentence structure (<i>Does the biotechnology industry really care about the children going blind ... or are they just trying to prove a point</i>).
Conventions	Demonstrates partial control, exhibiting frequent errors in spelling (<i>artical, adamant, malmurished, defencencys</i>) and occasional errors in punctuation (<i>Biotechnology, an; rice, also; something. There</i>) and capitalization (<i>Biotechnology and Betaceratein</i>) that do not hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 4 in all qualities.	

Throughout the world there are countries less fortunate and less well off than others. Often times they are known as third world countries. The BioTech Industry is using their misfortunes as a benefit for themselves. In the article by Michael Pollan, he speaks of the Biotech Industry's use of propaganda in order to earn money and support for their engineered rice.

Propaganda is a way of communicating to society whether it be through television, newspaper, or radio. It is especially used as a way of persuasion. In the article, Michael Pollan describes the Biotech Industry's use of propaganda through their television commercial in which a green rice patty is shown along with a beautiful backdrop, smiling children, and a kind 3rd world doctor. The commercial says that their product, the engineered rice will help prevent blindness and infection in children. The rice is said to produce vitamin A, which is great, but they fail to let people know that it won't do much good because the children don't have fat and protein incorporated into their diets either. This is the use of propaganda to win support, which will lead to money. The Biotech Industry states "this rice could save one million children per year." But, even with that said, it is not clear whether or not the golden rice, which produces beta carotene will offer more to the children or to the industry.

Behind the industry's propaganda are motives. Instead of using educational programs to teach the people of these countries the benefits of brown rice over white rice and the good benefits of vegetables, they are using propaganda

Anchor Paper – Part A—Level 4 – B

that doesn't reveal the whole truth about the product. A second motive and use of propoganda is stated by a spokesperson from Singenta, the company. He said that every month their product is delayed means 50,000 more blind kids.

The article by Michael Pollan expressed the way in which propoganda can effect peoples opinions, morals, and motives. As stated by Gordon Conway, ~~sp~~ President of the Rockefeller Foundation, "the industry has gone too far, rice combats malnutrition, but it's not the solution to vitamin A deficiency." Through the Biotech Industry's use of propoganda the children's suffering is being used to win help.

Anchor Level 4 – B

Quality	Commentary
Meaning	The response: Conveys a basic understanding of the text by explaining how the biotech industry uses propaganda. The response makes implicit connections between information and ideas in the text and the assigned task (<i>This is the use of propoganda to win support, which will lead to money</i>).
Development	Develops some ideas more fully than others. The response defines propoganda (<i>a way of persuasion</i>) and explains how the biotech industry uses propoganda to market golden rice (<i>television commercial</i>), but less fully develops how the rice lacks the nutritional value it claims. The response mentions the industry's motives (<i>a benefit for themselves</i>) but fails to discuss what they are.
Organization	Maintains an appropriate focus on the <i>Biotech Industry's use of propoganda</i> . The response exhibits a logical sequence of ideas, presenting claims made by the biotech industry and then refuting them (<i>The commercial says ... but they fail to let people know</i>), but consistency is weakened in the final sentence.
Language Use	Uses appropriate language, with some awareness of purpose (<i>In the article by Michael Pollan</i>). The response occasionally makes effective use of sentence structure and length (<i>Instead of using educational programs to teach the people ... about the product</i>).
Conventions	Demonstrates partial control, exhibiting occasional errors in spelling (<i>often times, persuasion, deficiency</i>), punctuation (<i>shown along, rice will, peoples opinions</i>), and pronoun agreement (<i>Industry ... their and industry's propoganda ... they</i>) that do not hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 4 in all qualities.	

The biotechnology industry is using propoganda to make people believe that golden rice will save children from the 3rd world from going blind. The biotechnology industry claims to use beta-carotene to convert fat and protien into vitamin A. Third world children are malnourished and are lacking fat and protien. ~~How~~ Biotechnology is using propoganda to make the people assume that it will be beneficial to their childrens health. An 11 year old malnourished child would need to eat a minimum of 15 lbs of cooked golden rice daily to get the required amount of vitamin A. On top of the 15 lbs of rice they would need the fat and protiens in their diet as well.

Instead of ~~these~~ companies spending 100 million dollars on developing the rice and 50 million on advertising the rice, they should spend money campaigning for brown rice or for utamin a suppliments. these are the logical and obvious ways to go. The biotechnology industry is ~~is~~ trying to save their company, not the lives of the thid world children. Time magazine advertised that "Golden rice could save over one million children a year." This is more propoganda for the biotechnology industry to sell more of their product.

Gordon Conway states, "Public relations takes golden rice to far, you can not consider golden rice to be the solution."

The biotechnology industry has used an over abundance of propoganda to attempt to convince the world that golden rice will save children they are only trying to save themselves.

Anchor Level 4 – C

Quality	Commentary
Meaning	The response: Conveys a basic understanding of the text (<i>The biotechnology industry is using propoganda to make people believe that golden rice will save children</i>). The response makes implicit connections between information and ideas in the text and the assigned task (<i>The biotechnology industry claims to use beta-carotene to convert fat and protien into Vitamin A</i>).
Development	Develops some ideas more fully than others. The response uses details from the text to discuss the issues surrounding <i>golden rice</i> (<i>children are ... lacking fat and protien, eat a minimum of 15 lbs, 100 million dollars on developing the rice and 50 million on advertising</i>), but alternate solutions are less developed.
Organization	Maintains an appropriate focus on propaganda, stressing its negative aspects throughout. The response exhibits a logical sequence of ideas, first presenting and then refuting the claims of the industry, moving to alternatives for solving the hunger problem, and concluding with an indictment of the industry (<i>they are only trying to save themselves</i>). Internal consistency is weakened by a lack of transitions.
Language Use	Uses appropriate language, with some awareness of purpose (<i>biotechnology ... has used ... propoganda to attempt to convince the world that golden rice will save children</i>). The response occasionally makes effective use of sentence structure (<i>The biotechnology industry is trying to save their company, not the lives of the third world children</i>).
Conventions	Demonstrates partial control, exhibiting occasional errors in spelling (<i>protien, malnurished, suppliments</i>), punctuation (<i>childrens health; Time; children, they</i>), and pronoun agreement (<i>child ... they and company ... they</i>) that do not hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 4 in all qualities.	

Why do big businesses use propaganda?

Propaganda is used by the big businesses to attract consumers. In the account by Michael Pollan a biotechnology industry uses propaganda to get people to buy golden rice.

Michael Pollan states that the biotechnology industry "aim is to impel people like me."

The biotechnology industry promised that golden rice can cure blindness and give ~~the~~ Vitamin A.

~~Michael~~ According to the speaker, blindness in Asian children is caused by the lack of Vitamin A.

"Time Magazine declared that golden rice can prevent blindness." In the account

Pollan states that to get ~~the~~ Vitamin A an eleven year will have to consume ~~the~~ fifteen pounds of rice a day.

Pollan mentions Gordon Conway, president of the Rockefeller Foundation to support his argument.

~~Conway~~ Conway states "we do not consider golden rice to cure the lack of Vitamin A." The money the biotechnology industry uses for advertising could be use to get the children in Asia all the vitamins and proteins that they need.

In conclusion, the use of propaganda by the biotechnology industry aim is to attract consumers. Their concern is not based on how they can help the children in third world ~~countries~~ countries but how they can make or get more money.

Anchor Level 3 – A

Quality	Commentary
Meaning	The response: Conveys a basic understanding of the text by stating that <i>propaganda is used by the big businesses to attract consumers</i> . The response makes superficial connections between information and ideas in the text and the assigned task (<i>Michael Pollan States that the biotechnology Industry “aim is to impel people like me.”</i>).
Development	Develops ideas briefly, using some details from the text (<i>According to the speaker blindness in Asian children is caused by the lack of vitamin A</i> and <i>In the account Pollan states “that ... of rice a day”</i>).
Organization	Establishes a focus on why <i>big businesses use propaganda</i> . The response exhibits a rudimentary structure, but this structure is based on loosely organized paragraphs which lack transitional unity.
Language Use	Relies on basic vocabulary (<i>a biotechnology industry uses propaganda to get people to buy golden rice</i>) that is sometimes imprecise (<i>impel</i> for “impale” and <i>use</i> for “used”), with little awareness of audience or purpose. The response exhibits some attempt to vary sentence structure and length, but with uneven success (<i>In conculsion, the use of propaganda by the biotechnology industry aim is to attract consumers</i>).
Conventions	Demonstrates partial control, exhibiting occasional errors in spelling (<i>decleared</i> and <i>conculsion</i>), punctuation (<i>In the account by Michael Pollan a biotechnology industry; Pollan mentions Gordon Conway, president of the Rockefeller Foundation to support; Time;</i> the misuse of quotation marks around paraphrased passages), and random capitalization that do not hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 3, although it is somewhat stronger in conventions.	

In this world the Biotechnology industry uses propaganda in an immoral manner. The biotech industry developed yellow rice, which has beta-carotene. Beta-carotene is broken down in the body to produce Vitamin A, which is to help malnourished children. The biotech industry is using this to promote yellow rice but this is an effort to restore power to a collapsing industry. However, this rice has a flaw.

The yellow rice is not ~~not~~ accepted well by others because of a cultural barrier. In Asia, the people are used to eating white rice and vegetables due to previous cultural activity. Not only does it not break them, it forces 3rd world ~~and~~ countries to buy this for their people by using propaganda. The biotech propaganda has a massive flaw. The yellow rice has Beta-carotene but can't be broken down by itself, it needs fats and proteins. When the propaganda makes contact with the world it relays a message that you only need to eat yellow rice to reduce illness and blindness.

the propoganda used by the Biotech industry should be remove because it is a type of false hope for starving children in 3rd world countries.

Anchor Level 3 – B

Quality	Commentary
Meaning	The response: Conveys a basic understanding of the text, stating <i>the Biotechnology industry uses propaganda in a immoral manner</i> . The response makes few and superficial connections between information and ideas in the text and the assigned task (<i>The Biotech industry developed yellow rice, which has beta-caratene and Beta-carotune ... needs fats and protiens</i>).
Development	Develops ideas briefly, using some details from the text (<i>Beta-carotune is broken down ... to produce Vitamin A; In Asia, the people are used to eating white rice; yellow rice reduces illness and blindness</i>).
Organization	Establishes, but fails to maintain, an appropriate focus on the biotech industry’s use of propaganda. The response exhibits a rudimentary structure, but includes some inconsistencies, confusing the intended audience of the propaganda.
Language Use	Relies on basic vocabulary that is sometimes imprecise (<i>excepted</i> for “accepted”), with little awareness of audience and purpose. The response exhibits some attempt to vary sentence structure, but with uneven success (<i>Not only does it not breakthroug it forces ... propoganda</i>).
Conventions	Demonstrates emerging control, exhibiting occasional errors in spelling (<i>propoganda, malmurished, protiens</i>), punctuation (<i>rice but; Beta-carotune but; itself, it</i>), and grammar (<i>a immoral, Vitamin A, which is to help, can’t broken down, be remove</i>) that hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 3 in all qualities.	

Anchor Paper – Part A—Level 3 – C

Propaganda, one of an industry's most powerful tools at their disposal. Though effective use of propaganda on an industry can shape a person into what they want them to be. The bio technology industry makes great use of propaganda.

This industry filled a niche in an Asian third world country by adding ~~the~~ a new kind of rice to their market to solve their vitamin A deficiency problem. ~~They~~ They claimed that their rice would help Asian children who ate their rice ~~would~~ would be less likely to go blind from vitamin A deficiency.

However this company's propaganda use is quite expensive. Firstly to develop their new "golden" rice it cost them 400 million dollars and then another 50 million dollars to market their new rice.

So in conclusion propaganda is a useful but not practical by normal standards.

Anchor Level 3 – C

Quality	Commentary
Meaning	The response: Conveys a basic understanding of the text by stating that propaganda is <i>one of an industry's most powerful tools</i> . The response makes superficial connections between information and ideas in the text and the assigned task (<i>They claimed that their rice would help Asian children and this company's propaganda use is Quite expensive</i>).
Development	Is incomplete and largely undeveloped, hinting at ideas, but references to the text are vague (<i>industry can shape a person into what they want them to be</i> and <i>This industry filled a niche</i>) or unjustified (<i>The biotechnology industry makes great use of propaganda</i>).
Organization	Establishes, but fails to maintain, a focus on the idea that propaganda is <i>one of an industry's most powerful tools</i> . The response ends with an inconsistent conclusion (<i>propaganda is useful jus not practical</i>).
Language Use	Relies on basic vocabulary that is sometimes imprecise (<i>Though</i> for "through" and <i>bistandards</i> for "standards"), with little awareness of audience or purpose. The response exhibits some attempt to vary sentence structure or length, but with uneven success (<i>They claimed that their rice would help Asian children who ate their rice would be less likley to go blind from vitamin A deffishency</i>).
Conventions	Demonstrates emerging control, exhibiting occasional errors in spelling (<i>deffishency</i> , <i>milion</i> , <i>inconklusion</i>), punctuation (<i>However this</i> and <i>Firstly to</i>), grammar (<i>a person ... them</i> and <i>a Asian</i>), and proofreading (<i>anothe</i>) that hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 3, although it is somewhat weaker in development.	

In The biotechnology Industry there is a lot of propaganda going on. One main thing is yellow rice or (Golden rice.)

The biotechnology industry is well to impact people. yellow rice Save a million children a year. The yellow rice also helps the blind. People Advertise about one hundred million to rice. when rice came along many people didn't want green plants anymore, which is not good. They wanted all yellow rice. The Industry wants to show people how to grow ^{green} plants right next to or on the side of their yellow rice. Time magazine said yes this rice can save many children.

In Jan Jordan Conway In public relation said that yellow rice has gone to far. Every month of a delay more children go blind. children have to eat 15 pounds of rice a day just to get vitamin A.

As you can see In the biotechnology industry there is a lot of propaganda going on. The main thing is the yellow rice.

Anchor Level 2 – A

Quality	Commentary
Meaning	The response: Conveys a confused and inaccurate understanding of the text (<i>when rice came along many people didn't want green plants anymore ... They wanted all yellow rice</i>). The response alludes to the text but makes unclear (<i>The biotechnology industry is well to impact people</i>) and unwarranted (<i>The Industry wants to show people how to grow green plants</i>) connections to the assigned task.
Development	Is incomplete and largely undeveloped, hinting at ideas, but references to the text are unjustified (<i>yellow rice also helps the blind</i>).
Organization	Suggests a focus on the <i>biotechnology Industry</i> and suggests some organization, using an introduction, two body paragraphs and a conclusion, but ideas within and between paragraphs are unconnected (<i>yellow rice has gone to far. Every month of a delay more children go blind</i>).
Language Use	Uses language that is imprecise (<i>In The biotechnology Industry there is alot of Propaganda going on</i>) and sometimes incoherent (<i>People Advertise about one hundred million to rice</i>). The response reveals little awareness of how to use sentences to achieve an effect (<i>The main thing is the yellow rice</i>).
Conventions	Demonstrates emerging control, exhibiting occasional errors in punctuation (<i>along many, anymore which, good They</i>), capitalization (<i>Golden, Advertise, Industry</i>), and grammar (<i>yellow rice save and public relation</i>) that hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 2, although it is somewhat stronger in conventions.	

Propaganda is use in biotechnology industry. Yellow rice has been told to give you vitamin A. There are a lot of good ways that vitamin A can effect people.

It is said that the kids in the 3rd world are going to go blind because we have know vitamin A. One way that kids could get more vitamin A is by eating golden rice.

More and more people are trying to save the lifes of kids. They are trying to raise money for rice so it could be ate and help the kids in the next time period.

It is told by biotechnology industry, that golden rice could save kids. So why not try it.

If this rice is going to help kids. Then all people in the world should at least try it.

I think that the people in the world today, should try harder to help the ferther generashions. More people should get vitamin A.

Anchor Level 2 – B

Quality	Commentary
Meaning	The response: Conveys a confused or inaccurate understanding of the text (<i>They are trying to raise money for rice so it could be ate and help the kids in the next time period</i>). The response alludes to the text but makes unwarranted connections to the task (<i>kids in the 3rd world are going to go blind because we have know vidmen A</i>).
Development	Is incomplete and largely undeveloped, hinting at ideas, but references to the text are vague (<i>There are a lot of good ways that vidmen A can effect people</i>), irrelevant (<i>I think that the people in the world today should try harder to help the ferther generashions</i>), and unjustified (<i>Then all people in the world should at least try it</i>).
Organization	Suggests a focus (<i>Propaganda is use in biotechnology industry</i>) and suggests some organization through use of paragraphing.
Language Use	Uses language that is imprecise (<i>effect</i> for “affect” and <i>know</i> for “no”). The response reveals little awareness of how to use sentences to achieve an effect (<i>Yellow rice has been told to give you vidmen A</i>).
Conventions	Demonstrates emerging control, exhibiting frequent errors in spelling (<i>vidmen, lifes, raise, generashions</i>) and occasional errors in punctuation (<i>So why not try it. and to help kids. Then</i>) and grammar (<i>is use and could be ate</i>) that hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 2, although it is somewhat stronger in conventions.	

Using communications class in studying propaganda. Propaganda is dealt with creativity on your point of a few resources to prove your theory. Michael Pollan and his story on yellow rice has had people wanting more valid information on his sources.

Young children ^{per say asians.} have certain types of protein, nutrients and vitamins. Kids can only had what they should have in their system to recuperate and have a healthy body. Parents are concern about their children, and want them to be steady and feel energized. Some kids can suffer ^{asians} if they don't have a certain type of vitamin in their system. Let's say vitamin A is what kids can have, its said to have yellow rice each day. Asian children prefer to eat white rice is what they like. These children suffer from the lack of vitamin A. Some of these kids go blind. The biotechnology industry of attempting to save itself is by dealing with having these children suffer, and we dont want that. we have programs and industries for these children to stay healthy, this is what we plan to do.

Therefore communications of propaganda, is much for creativity and yellow rice is good substance.

Anchor Level 2 – C

Quality	Commentary
Meaning	<p>The response: Conveys a confused understanding of the text (<i>Propaganda is dealt with creativity on your point of a few resources to prove your theory</i>). The response alludes to the text but makes unclear connections to the assigned task (<i>We have programs and industries for these children to stay healthy, this is what we plan to do</i>).</p>
Development	<p>Is incomplete and largely undeveloped, hinting at ideas, but references to the text are vague (<i>Kids can only had what they shold have in their system to recuporate and have a healthy body</i>).</p>
Organization	<p>Lacks an appropriate focus but suggests some organization with separate paragraphs consisting of loosely connected ideas (<i>Yang children per say asians have certain types of protein, nutrients and vitamins</i>).</p>
Language Use	<p>Uses language that is imprecise and sometimes incoherent (<i>Therefore communications of propaganda, is much for creativity and yellow rice is good substance</i>). The response reveals little awareness of how to use sentences to achieve an effect.</p>
Conventions	<p>Demonstrates a lack of control, exhibiting frequent errors in spelling (<i>resources, per say, recuporate</i>), punctuation (<i>have its; therefore communications; propaganda, is</i>), and grammar (<i>kids can ... had, Parents are concern, industry of attempting ... is</i>) that make comprehension difficult.</p>
<p>Conclusion: Overall, the response best fits the criteria for Level 2 in all qualities.</p>	

Anchor Paper – Part A—Level 1 – A

Propaganda Misleads the world, It tells you the bent Truth. Kind of like a "white lie," Not the whole truth. Propaganda is bad. It causes wars and gets people killed. You should not ever believe it and never spread it too. It spreads in magesines and A.V. Comersials so be ware when you watch it

Anchor Level 1 – A

Quality	Commentary
	The response:
Meaning	Provides no evidence of textual understanding beyond that found in the prompt. The response consists of personal reactions.
Development	Is minimal, offering primarily a personal response to the text.
Organization	Suggests a focus on <i>propaganda</i> but lacks organization.
Language Use	Uses language that is imprecise (<i>kind of like</i>). The response reveals little awareness of how to use sentences to achieve an effect (<i>You should not ever ... too</i>).
Conventions	Demonstrates emerging control, exhibiting occasional errors in spelling (<i>believ, spred, magesines, comersials, be ware</i>) and punctuation (<i>truth. Kind of, and watch it</i>) that hinder comprehension.
Conclusion: Although the response fits criteria for Levels 1, 2, 3, it remains at Level 1 because the response makes no reference to the text.	

Anchor Paper – Part A—Level 1 – B

Industry's across the world
use propaganda to advertise and
promote products. The biotechnology
industry uses propaganda to
promote yellow rice.

Anchor Level 1 – B

Quality	Commentary
	The response:
Meaning	Provides minimal evidence of textual understanding beyond a reference to <i>yellow rice</i> .
Development	Is minimal, with no evidence of development.
Organization	Shows no focus or organization.
Language Use	Is minimal, making assessment of language unreliable.
Conventions	Is minimal, making assessment of conventions unreliable.
Conclusion: Overall, the response best fits the criteria for Level 1 in all qualities.	

When you're walking down a busy street in the city you can see all the signs and billboards promoting a company's product. Do you ever wonder what that company has in mind when they sell that product to you? Do they have their best interest in mind or yours? In an account by Michael Pollan about yellow rice he talks about the biotechnology industry and what their best interest was.

The biotechnology industry created golden rice that has a gene from daffodils which gives the rice the ability to produce beta-carotene. Beta-carotene converts to vitamin A. The Golden Rice can prevent children from going blind and getting infection when they're suffering from vitamin A deficiency.

Even though it sounds like the biotechnology industry is doing something good, it may all just be a scam. Even though the golden rice can give suffering children the vitamin A they need, or so they say, the beta-carotene can't convert to vitamin A without the presence of fat and protein. An eleven year old child would have to eat 15 pounds of yellow rice a day to get the daily requirements of vitamin A. The rice wouldn't do suffering children very much good. Golden rice doesn't offer enough to starving children as it does to the biotechnology company. The company is being very ~~immoral~~ ^{immoral} and using starving children to promote their product. "The public relations use of golden rice have gone too far... we don't consider golden rice a solution to vitamin

A problem." In ~~January~~ ^{January} Golden Conway made this ~~comment~~ comment, even though the biotechnology industry says all these good things about golden rice in the end it doesn't make a difference to the starving children.

The biotechnology company's use of ~~propaganda~~ propaganda is to use the starving third world ~~countries~~ countries children to get their product known. They know the ^{beta-carotene} ~~retinene A~~ can't be converted without fat and protein but they still say golden rice is the solution to the vitamin A deficiency in starving children. Meanwhile it won't make a difference.

Next time you see a company's sign ~~the~~ ask yourself, do they really care about the people buying the product or just the money that they're going to make. The biotechnology company didn't really care about saving the children, they cared about saving themselves.

Industrial usage of propaganda is wrong. There are lies and false advertisements given just to sell a product. This is a huge problem in the biotechnology industry. People in this industry are many times lying just to push their product even if it gives people false hope in such cases as promising to cure health deficiencies.

A great example of industrial propaganda is Golden Rice. This genetically engineered food converts beta-carotene from daffodils which then converts into vitamin A. This product promises to save millions a year from blindness and infection. This is proven false because for the minimum of vitamin A to be reached daily you would have to eat 15 pounds of Golden rice a day. This is not physically possible. Even if it was you still need fat and protein in your diet. This monoculture cash crop uses low tech seems just to make some money even though it takes 50 million dollars advertising and over 100 million producing the product.

All the money spent on lies and propaganda daily can be put into something helpful, it shouldn't be put into false hope and promises. Industrial propaganda has a huge effect on taking people's money and should definitely be stopped.

"Smiling Asian kids and kindly third-world doctors."

Certain industries use propaganda to appeal to the senses of their audience. In the case of the biotechnology industry, propaganda is used to appeal to our morals.

It is Michael Pollan's conviction that the actions of this industry are in fact "immoral."

The biotechnology industry's aim is to sell "golden rice," a genetically engineered food that converts beta carotene into Vitamin A. The industry promises to "help prevent blindness and infection in millions of children." They basically claim that if we don't get over our fear of eating genetically modified foods, kids will go blind. Unfortunately the advertising campaign has succeeded. "Golden rice" was featured on the cover of ~~Scientific~~ Magazine.

"Golden rice" does seem to be a dream come true, but some questions still remain unanswered. How can nourishment be fulfilled by rice alone? What are the alternatives? An eleven year old must eat fifteen pounds of "golden rice" to satisfy his daily requirements of Vitamin A. Beta carotene can only be converted to Vitamin A if fat and protein are present in the diet. Although brown rice is rich in nutrients, most Asians prefer white rice. Obviously "golden rice" is not the perfect solution. Michael Pollan proposes teaching people to eat brown rice, giving people seeds so they can grow green vegetables and handing out Vitamin A supplements.

"Golden rice" is not the product of good intentions but of political will and money. More than \$100 million was used to develop "golden rice" while \$50 million is being used in its advertisements. It is evident that the industry has used children's suffering to save itself and has taken advantage of our morals for its own benefit.

Propaganda claims that "golden rice" will have positive effects on the world, but at what cost to us? "Golden rice" promises to help children, but it remains to be seen whether it is more beneficial to children or biotechnology companies. It is certain that better alternatives exist. The public relations campaign has made its effort. Now it is up to the public to decide if we will let our morals win this battle. Propaganda manipulates the public and that is exactly what the biotechnology industry intended to do.

Biotechnology industries and propagandists by Michael Pollan talks about yellow rice and its benefits towards the human body. Such as how it is a genetically made food. But yellow rice also has some good benefits such as it help prevent blindness. Biotechnology is very important because it make it easier to get the essential vitamins we need without having to eat large servings. Yellow rice provide you with vitamin K. But niacinamide is the lack fat and protein and if you don't get and protein you can't make yellow rice into vitamin A. White rice and brown rice don't contain late correction

Propoganda is used by many industries to sell a product. The things they leave out while advertising are the more important ~~things~~ information that consumers need. In the bio-technology industry ~~the~~ they are trying to ^{persuade} ~~get~~ the public to buy and eat yellow rice. They pin information up with morals to aide in their persausive ideas.

~~Nelewer~~ The industry selling yellow rice uses suffering children to get the public's morals to spark an intrest. They say that yellow rice will help malnurnshed children in third world countries ~~to~~ ~~be~~ with their Vitamin A defriciancies, also to prevent blindness, and other illness. One group of people who have believed this industry is Time Magazine. They put yellow rice on a cover and said it can save a million kids a year. The whole idea is ~~to~~ to get people to eat genetic engineered food, not so much the starring kids.

The truth of yellow rice is that in order for this yellow rice to do as it says it will, a kid will have to eat ~~at~~ fifteen pounds of rice a day. ~~to~~ ~~be~~ Yellow rice wouldn't do much good for mal nurnshment because of the beta-carotene the put in the rice will only be converted to vitamin A with the

presence of fat and protein. Over 100 million dollars have been spent on this yellow rice and another 50 million for advertising. The way to stop malnutrition isn't yellow rice but money or vitamin A supplements. How about pushing brown rice instead it has natural vitamins and minerals, or even white rice which has none but add ^{green} vegetables and the nourishment needed will be in it.

In conclusion, propoganda lies and the truth is that you don't need yellow rice. There are plenty of other ways around it. If they say it will help with blindness, then they should use the other methods to give these poor kids their vitamins.

Practice Paper A–Score Level 4

Conclusion: Overall, the response best fits the criteria for Level 4 in all qualities.

Practice Paper B–Score Level 3

Conclusion: Overall, the response best fits the criteria for Level 3 in all qualities.

Practice Paper C–Score Level 5

Conclusion: Overall, the response best fits the criteria for Level 5 in all qualities.

Practice Paper D–Score Level 2

Conclusion: Overall, the response best fits the criteria for Level 2, although it is somewhat stronger in conventions.

Practice Paper E–Score Level 4

Conclusion: Overall, the response best fits the criteria for Level 4 in all qualities.

**SESSION ONE – PART B – SCORING RUBRIC
READING AND WRITING FOR INFORMATION AND UNDERSTANDING**

QUALITY	Responses at this level: 6	Responses at this level: 5	Responses at this level: 4	Responses at this level: 3	Responses at this level: 2	Responses at this level: 1
<p>Meaning: the extent to which the response exhibits sound understanding, and interpretation, and analysis of the task and text(s)</p>	<p>-reveal an in-depth analysis of the documents -make insightful connections between information and ideas in the documents and the assigned task</p>	<p>-convey a thorough understanding of the documents -make clear and explicit connections between information and ideas in the documents and the assigned task</p>	<p>-convey a basic understanding of the documents -make implicit connections between information and ideas in the documents and the assigned task</p>	<p>-convey a confused or inaccurate understanding of the documents -allude to the documents but make unclear or unwarranted connections to the assigned task</p>	<p>-provide minimal or no evidence of understanding -make no connections between information in the documents and the assigned task</p>	<p>-are minimal or no evidence of development</p>
<p>Development: the extent to which ideas are elaborated using specific and relevant evidence from the document(s)</p>	<p>-develop ideas clearly and fully, making effective use of a wide range of relevant and specific details from the documents</p>	<p>-develop ideas clearly and consistently, using relevant and specific details from the documents</p>	<p>-develop some ideas more fully than others, using specific and relevant details from the documents</p>	<p>-develop ideas briefly, using some details from the documents</p>	<p>-are incomplete or largely undeveloped, hinting at ideas, but references to the documents are vague, irrelevant, repetitive, or unjustified</p>	<p>-are minimal, with no evidence of development</p>
<p>Organization: the extent to which the response exhibits direction, shape, and coherence</p>	<p>-maintain a clear and appropriate focus -exhibit a logical and coherent structure through skillful use of appropriate devices and transitions</p>	<p>-maintain a clear and appropriate focus -exhibit a logical sequence of ideas through use of appropriate devices and transitions</p>	<p>-maintain a clear and appropriate focus -exhibit a logical sequence of ideas but may lack internal consistency</p>	<p>-establish, but fail to maintain, an appropriate focus -exhibit a rudimentary structure but may include some inconsistencies or irrelevancies</p>	<p>-lack an appropriate focus but suggest some organization, or suggest a focus but lack organization</p>	<p>-show no focus or organization</p>
<p>Language Use: the extent to which the response reveals an awareness of audience and purpose through effective use of words, sentence structure, and sentence variety</p>	<p>-are stylistically sophisticated, using language that is precise and engaging, with a notable sense of voice and awareness of audience and purpose -vary structure and length of sentences to enhance meaning</p>	<p>-use language that is fluent and original, with evident awareness of audience and purpose -vary structure and length of sentences to control rhythm and pacing</p>	<p>-use appropriate language, with some awareness of audience and purpose -occasionally make effective use of sentence structure or length</p>	<p>-rely on basic vocabulary, with little awareness of audience or purpose -exhibit some attempt to vary sentence structure or length for effect, but with uneven success</p>	<p>-use language that is imprecise or unsuitable for the audience or purpose -reveal little awareness of how to use sentences to achieve an effect</p>	<p>-are minimal -use language that is predominantly incoherent, inappropriate, or copied directly from the text</p>
<p>Conventions: the extent to which the response exhibits conventional spelling, punctuation, capitalization, grammar, and usage</p>	<p>-demonstrate control of the conventions with essentially no errors, even with sophisticated language</p>	<p>-demonstrate control of the conventions, exhibiting occasional errors only when using sophisticated language</p>	<p>-demonstrate partial control, exhibiting occasional errors that do not hinder comprehension</p>	<p>-demonstrate a lack of control, exhibiting frequent errors that make comprehension difficult</p>	<p>-are minimal, making assessment of conventions unreliable -may be illegible or not recognizable as English</p>	

- If the student addresses only one text, the response can be scored no higher than a 3.
- If the student writes only a personal response and makes no reference to the text(s), the response can be scored no higher than a 1.
- Responses totally unrelated to the topic, illegible, incoherent, or blank should be given a 0.
- A response totally copied from the text(s) with no original student writing should be scored a 0.

Consumer culture has had an enormous impact on American society. Overall, consumerism keeps our nation's economy healthy and innovative. During the Great Depression of the 1930's, a drop in American buying power added to the nation's debt. This was just one example of how an economy depends on the flow of money for stimulation. Without supply and demand and the consumerism that feeds it, American society would be depressed and undeveloped.

David Masci's article on American consumerism provided informative proof that society is dependent on consumers. Economists cited in his article refute the observation that consumers are "brainwashed slaves." In reality, it is the intelligence of consumers "who know what they want" that spurs industry creativity and innovation. Other economists, namely Diane Furchtgott-Roth and Martin Regalia, say that consumer spending "drives the economy" by creating new employment opportunities and ultimately adding to society's prosperity.

While it is true that media advertising does make people eager to buy the latest products, marketing is, itself, a significant industry, providing countless jobs. According to the time line, as early as 1900, American businesses used advertising aggressively, with \$500 million spent on it in one year. Commercial Radio (1920) and television (1948) stations widened the advertisers' reach directly into American homes. In 1991, the FCC was able to limit advertising on children's television programs, in answer to concerns about its effect on American youth. The ease and popularity of shopping on the Internet has brought a new advertising outlet. As the time line shows, in 2004 sales on the Internet had been expected to total \$185 billion.

America's consumer economy gives people many choices to suit the differences in tastes of a diverse nation. Shopping makes people happy. It is a diversion, and in many cases, buying new clothes or appliances raises a person's self-esteem. Roland Furchtgott-Roth sees shopping as an acceptable leisure activity. Since the first shopping malls were built in 1955, they have become a common destination for American consumers.

And finally, the American consumer always has "the choice not to buy." Shopping is not an addiction. The failure of highly advertised products, most notably New Coke, proves that consumers are smart and thoughtful in their choices of what to buy.

Critics of American consumerism need to be more cognizant of its benefits. Whether providing jobs, creating markets, satisfying people's needs or driving innovation, consumerism has done more good than harm.

Anchor Level 6 – A

Quality	Commentary
	The response:
Meaning	Reveals an in-depth analysis of the documents, explaining how <i>consumerism keeps our nation's economy healthy and innovative</i> . The response makes insightful connections between information and ideas in the documents and the assigned task, citing the <i>Great Depression</i> as an example of what happens without a <i>flow of money</i> into the economy.
Development	Develops ideas clearly and fully, making effective use of a wide range of relevant and specific details from the documents to discuss the benefits of consumerism (<i>creating new employment, providing countless jobs, Shopping makes people happy</i>).
Organization	Maintains a clear and appropriate focus on the <i>enormous impact</i> consumerism has on <i>American society</i> . The response exhibits a logical and coherent structure, first addressing how <i>society is dependent on consumers</i> , followed by a discussion of the marketing industry which satisfies the <i>tastes of a diverse nation</i> , and concluding that <i>consumerism has done more good than harm</i> . Transitions are skillfully used (<i>Overall</i> and <i>In reality</i>).
Language Use	Is stylistically sophisticated, using language that is precise and engaging (<i>stimulation, refute, cognizant</i>), with a notable sense of voice (<i>spurs industry creativity</i>) and awareness of audience and purpose (<i>While it is true ... marketing is, itself, a significant industry</i>). The response varies structure and length of sentences to enhance meaning (<i>Other economists ... prosperity</i> and <i>Shopping is not an addiction</i>).
Conventions	Demonstrates control of the conventions with essentially no errors, even with sophisticated language.
Conclusion: Overall, the response best fits the criteria for Level 6 in all qualities.	

Consumer culture, despite having some negative effects, ~~is~~ has had a positive effect on society. As evidenced shown by both the passage and the time line, consumerism has sparked economic prosperity in America. Though some remain skeptical of this consumer culture, many have embraced it and recognize its positive impact.

American consumerism has had a huge impact on the country's economy over the last century. Huge shopping centers such as Potomac Mills in Virginia provide thousands of jobs and giving families, such as that of sixth-grade teacher ~~Rach~~ Rebecca Michalski, a place to spend time together. These malls also give Americans a wide variety of choice in purchasing consumer products. The ensuing competition ~~has~~ between companies producing the same goods has a two-fold effect. First, it drives down cost, allowing consumers to save. Secondly, as pointed out by Debbie van Opstal, it "tends to speed the pace of innovation," which means that the products on the market are improving faster than they

would be otherwise. In addition to shopping centers, many other facets of consumerism benefit the economy. Because people are willing to buy finished products, the jobs are created manufacturing the products, providing raw materials for the products, shipping them, and even advertising for them. In the text, Stephen Moore observes that "Our whole economy is based on consumers buying things" and points out that if that trend were to be stopped by its critics, "the whole economy would naturally slow down" and "many people would lose their jobs." As early as 1900 business were pouring \$500 million per year into the economy for advertising alone, as shown by the timeline. Though critics fear that advertising, especially to children, have adverse effects on society, Jeff Bobeck of the National Association of Broadcasters points out that adults today grew up watching much the same ads as are shown today, and have become "productive and law-abiding citizens." And indeed not all advertising forces people to buy, as some had theorized. The advertising campaign for New Coke in the 1980's was largely a failure. Finally, with the introduction of the internet as a device for shopping,

Consumerism seems to be on the rise, providing for a stable economic base for America. The timeline shows that internet sales in 2004 alone are expected to hit \$185 billion, up from \$70 billion in 1999.

In conclusion, though some are critical of the trend of consumer spending over the last century, most many Americans are optimistic about this positive economic trend. As supported by both the passage and the timeline, consumer culture has had a positive impact on society.

Anchor Level 6 – B

Quality	Commentary
Meaning	The response: Reveals an in-depth analysis of the documents, indicating <i>consumerism has had a huge impact on the country's economy</i> and that is unlikely to change with <i>internet sales ... expected to hit \$185 billion</i> . The response makes insightful connections between information and ideas in the documents and the assigned task (<i>competition between companies ... has a two-fold effect</i>).
Development	Develops ideas clearly and fully, making effective use of a wide range of relevant and specific details from the documents to support a discussion of the economic ramifications of consumerism (<i>products on the market are improving, jobs are created, providing raw materials, shipping, advertising</i>), and that with <i>the introduction of the internet as a device for shopping, consumerism seems to be on the rise</i> .
Organization	Maintains a clear and appropriate focus on recognizing the <i>positive impact</i> of consumer culture. The response exhibits a logical and coherent structure, moving from the contributions of malls to a discussion of the benefits of competition and advertising, and followed by a conclusion that <i>many Americans are optimistic about this positive economic trend</i> . Transitions are skillfully used (<i>Though some remain skeptical ... many have embraced it, First, Secondly, In addition</i>).
Language Use	Is stylistically sophisticated, using language that is precise and engaging (<i>ensuing, facets, pouring</i>), with a notable sense of voice (<i>sparked economic prosperity</i>) and awareness of audience and purpose. The response varies structure and length of sentences to enhance meaning (<i>And indeed not all ... theorized</i>).
Conventions	Demonstrates control of the conventions, exhibiting occasional errors in punctuation (<i>centers such, Virginia provide, Broadcasters points</i>), paragraphing, and grammar (<i>business were and advertising ... have</i>).
Conclusion: Overall, the response best fits the criteria for Level 6, although it is somewhat weaker in conventions.	

In today's world, people are consuming products hot-off the market more readily than ever before. Society seems to constantly be waiting for the next great innovation to arrive, ready to purchase it. This is especially noticeable in the United States, where the advertising industry relentlessly tries to tell consumers what they want and need. Many people argue that consumerism is of great benefit to society, but others feel that it is, in fact, a hindrance. The benefits that consumerism brings to people are definitely noticeable, but its negative aspects far outweigh the positive ones.

Those who argue that the effects of consumerism are mostly positive claim that it is necessary to maintain a healthy and prosperous economy. This opinion holds true in the regard that consumerism certainly leads to the employment of countless individuals who would not have a paycheck otherwise. But, for as much money as a "consumer culture" provides, it also takes away. In 1999, credit card debt exceeded \$500 billion (about \$4,500 per household), and this total is probably much higher today. Debt is a threat to family stability.

Supporters of consumerism also point out that shopping can serve to bring families together, as many view it as a recreational and fun activity. Although this may be true, other aspects to consumerism disrupt family life. According to Mark Buchanan, people "rush out of church on Sunday so that they can go to the mall and shop." As Kathryn C. Montgomery, president of the Center for Media Education, points out,

children are repeatedly asking their parents for things that they see on television advertisements that their parents cannot afford. What good does this bring a family when a child is always dissatisfied over material objects?

Consumer culture has also given individuals the sense that they always need more. Mark Buchanan points out that "We always want the newest or the best version of a computer or car or whatever even when we really have no need to replace what we have." Extensive advertising has contributed to this factor. Compulsive shopping is becoming more rampant as more people feel the need to "buy" their happiness. Consumerism may have originally been meant to be beneficial, but as the years go by, it seems to harm society more than assist it.

Obviously, not all things about consumer culture are bad. Consumerism inspires new innovations, a higher quality market, and even supplies jobs to help support the economy. However, individuals in society need to realize that they have responsibilities to save and to spend their money wisely. Credit cards, shopping malls, and the internet are not more important than quality time with family. Less emphasis needs to be placed on materialism. Perhaps if society begins to see that consumerism is too excessive, its popularity will come down to a more respectable, beneficial, and positive level.

Anchor Level 5 – A

Quality	Commentary
Meaning	<p>The response: Conveys a thorough understanding of the documents, stating that <i>the benefits that consumerism brings to people are definitely noticeable, but its negative aspects far outweigh the positive ones</i>. The response makes clear and explicit connections between information and ideas in the documents and the assigned task, noting consumerism’s negative effects on credit card debt and family life.</p>
Development	Develops ideas clearly and consistently, using relevant and specific details from the documents to discuss issues related to consumerism (<i>employment of countless individuals, credit card debt, recreational ... activity, disrupt family life</i>).
Organization	Maintains a clear and appropriate focus on consumer culture’s impact on society. The response exhibits a logical sequence of ideas, moving from a discussion of positive effects of consumerism to the negative (<i>for as much money as a “consumer culture” provides ... takes away</i>). Transitions are appropriately used (<i>Although</i> and <i>Obviously</i>).
Language Use	Uses language that is fluent and original (<i>hot-off the market</i> and <i>family stability</i>), with evident awareness of audience and purpose (<i>Obviously, not all things about consumer culture are bad</i>). The response varies structure of sentences to control rhythm and pacing (<i>Credit cards, shopping malls, and the internet ... quality time with family</i>).
Conventions	Demonstrates control of the conventions with essentially no errors.
<p>Conclusion: Overall, the response best fits the criteria for Level 5, although it is somewhat stronger in conventions.</p>	

Anchor Paper – Part B—Level 5 – B

Whenever Americans need something they pull out their credit cards or cash and head to the nearest shopping mall. For some a trip to the mall means to buy something for someone, buy something they want and they saw the advertisement on television, or they just want to ~~pass~~ pass their time and spend their money on something they like. Consumerism has had a ~~significant~~ tremendous effect on society, and has had a ~~positive~~ ^{influence on} ~~influence~~ our economy. ~~Without~~ ^{without} people buying, America would be in great turmoil, and would have never experienced the great amount of wealth ~~in~~ the country has accumulated, due to consumer spending.

Although consumer spending has become an everyday thing for most Americans, ~~as~~ there are people who oppose consumerism, and it's impact on the everyday lives of Americans, what they don't understand is what America would be without consumerism. Economists such as Diane Furchtgott Roth and Martin Regalia conclude that "consumer spending drives the economy, creating jobs, and bringing material prosperity to many millions of Americans," which most people here to agree with. Without consumer spending many people would ~~lose~~ ^{lose} their jobs, and the economy would slow down.

One reason why many critics oppose consumerism is the impact the advertisements have on children. Yes, it's true that many advertisements are placed on channels that kids tend to watch, but it is not the companies fault that the child demands to get that item right away. Also if this is a problem it is not the

Anchor Paper – Part B—Level 5 – B

"fault of government regulators, but the parents because they decide what the children watch." Advertisements are put on televisions, billboards, clothing to promote an item that may be needed by certain people. ~~It is~~ No where does it state that all people must buy the item. It is helping the company sell its product, a typical way to get people to buy it, so the economy can prosper and in conclusion benefit the people.

~~The~~ despite all the positive impacts of consumerism, many would still argue the negatives, such as the consumer debt growing to twenty percent in 1996, or individual bankruptcy filings reaching a record high in 1998. But, that ~~is~~ is not the fault of consumerism, but the people who decide to put themselves in that position. Like in 1978 the Federal Trade Commission attempted to ban TV ~~advertising~~ advertising aimed at children, but that attempt was unsuccessful, because ~~it~~ there is nothing wrong with advertisements, it just makes it easier for people to see what is out there for them. Also since many people still believed T.V. ~~advertising~~ ^{advertising} to be wrong in 1991 the Federal Communications Commission did set some limits on advertising children saw.

Throughout the years consumerism has had a positive effect on society and America as a whole. Without consumerism there would be fewer jobs, forcing people into poverty, and America wouldn't be at it's zenith or high point. Things like advertising help people see what is out there, and what they

Anchor Paper – Part B—Level 5 – B

can choose to buy. People who see consumer culture as negative must first look at the positives and sure enough their position would change. "The people who make all of these goods use the money they're paid to do things like buy a house, send their kids to school, and build their churches."

Anchor Level 5 – B

Quality	Commentary
Meaning	The response: Conveys a thorough understanding of the documents by addressing consumerism's <i>tremendous effect on society</i> and its <i>postive influence on our economy</i> . The response makes clear and explicit connections between the information and ideas in the documents and the assigned task, noting the impact of advertising on families and economic growth.
Development	Develops ideas clearly and consistently, using relevant and specific details from the documents to discuss the importance of consumer culture (<i>drives the economy, creating jobs, and bringing material prosperity</i>), and the issues related to both advertising (<i>impact ... on children helps the company sell it's product</i>) and consumer debt (<i>twenty percent in 1996</i>). The response explains how advertising helps sell products <i>so the economy can prosper and ... benefit the people</i> .
Organization	Maintains a clear and appropriate focus on the positive impact of consumer culture. The response exhibits a logical sequence of ideas, first acknowledging critics' arguments and then refuting them (<i>if this is a problem it is not the "fault of government regulators, but the parent's</i>). The response concludes that <i>people who see consumer culture as negative must first look at the positives and ... their position would change</i> . Transitions are used appropriately.
Language Use	Uses appropriate language (<i>turmoil</i> and <i>zenith</i>) that is sometimes awkward (<i>means to buy</i>), with some awareness of audience and purpose (<i>Yes, it's true</i>). The response occasionally makes effective use of sentence structure (<i>Despite all the positive impacts ... 1998</i>).
Conventions	Demonstrates partial control, exhibiting occasional errors in spelling (<i>no where</i> and <i>individual</i>), punctuation (<i>For some a</i> and <i>companies fault</i>), capitalization (<i>Federal communications commission</i>), and grammar (<i>advertisements are appear</i> and <i>advertisements, it</i>) that do not hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 5, although it is somewhat weaker in language use and conventions.	

Consumerism has become an unavoidable part of American life. Everyone agrees with this statement. Not everyone, however, agrees on how this has affected us as a society. I believe, consumer culture has had a positive influence on society. The benefits it brings far outweigh any negative impact it may make.

The argument many critics ~~wrote~~ of consumerism make is that shopping has too large a ~~part~~ role in our lives. They disagree with the excessive advertising that exists.

In the text, it states, "according to a recent article in ~~Business Week~~, the average American is exposed to 3,000 commercial messages ~~to~~ per day." They feel consumerism breeds wastefulness and decreases the importance of things like religion and family.

These critics do not give ~~enough~~ ~~credit~~ people as enough credit. As humans, we have the ability for rational thought. Exposure to advertising does not make us believe what the commercials say. ~~of people~~

~~There~~ Children's exposure to advertising should not be a major concern. According to the timeline, restrictions are in place to ~~prevent~~^{protect} their minds from dangerous ideas, starting since 1991. Also, children do not hold much spending power. It is their parents who have purchasing power. This power gives adults the ability to control how their children are affected by consumerism.

Other benefits ~~to~~^{of} consumerism can be seen on a national level.

Our consumer culture "drives the economy, creating jobs and bringing material prosperity to many millions of Americans", according to the text. This is true. Our ~~economy~~ economy thrives when unemployment rates are low and consumer spending increases. Jobs are created by shopping; people are needed to invent, market, and sell these products. Without our consumer culture, our capitalist system would fail.

Family values have not decreased as a result of shopping. Many people view shopping with their families as a great way to spend time together. Also,

people show affection by buying each other presents. Our consumer culture has led to ~~the~~ inventions that improve our lives. Dishwashers, microwaves, ~~cars~~ and ~~cars~~ computers have increase our efficiency, giving us more time to spend with each other.

Lastly, I would like to prove that shopping is viewed as a necessity rather than an obsessive habit. The timeline shows an increase in Internet spending.

One can infer that this is because it is a faster, more convenient way of shopping. If people prefer faster ways of shopping, they must value buying what they need over spending time in a mall surrounded by consumerism.

Consumer culture has a positive impact on society. It creates jobs and boosts our economy. The goods and products people buy make their lives more comfortable. People have the brain capacity to realize advertisements are not commands to shop, and they can decide to buy what they need. Having this choice ~~so~~ only can make people happier.

Anchor Level 5 – C

Quality	Commentary
Meaning	The response: Conveys a thorough understanding of the documents, stating that <i>consumer culture has had a positive influence on society</i> . The response makes clear and explicit connections between information and ideas in the documents and the assigned task, noting that the consumer culture contributes to a stronger economy, leads to <i>inventions that improve our lives</i> , and encourages families <i>to spend time together</i> .
Development	Develops ideas clearly and consistently, using relevant and specific details from the documents to discuss how consumer culture provides employment, creates the need for new products to increase efficiency, and gives <i>us more time to spend with each other</i> . The response explains how consumers have the ability to make intelligent buying choices and how <i>shopping is viewed as a necessity rather than an obsessive habit</i> .
Organization	Maintains a clear and appropriate focus on how <i>the benefits of consumer culture far outweigh any negative impact</i> . The response exhibits a logical sequence of ideas, first acknowledging critics' positions, stating <i>consumerism breeds wastefulness and decreases ... religion and family</i> , and then arguing that consumerism promotes time-saving Internet shopping, more family time, and choice of products. Transitions are appropriately used (<i>Other benefits and Lastly</i>).
Language Use	Uses appropriate language, with some awareness of audience and purpose (<i>I would like to prove</i>). The response occasionally makes effective use of sentence structure (<i>This power gives adults ... consumerism</i>).
Conventions	Demonstrates partial control, exhibiting occasional errors in spelling (<i>shoud, necessity, advertisements</i>) and grammar (<i>computers have increase and only can</i>) that do not hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 5, although it is somewhat weaker in language use and conventions.	

Consumer culture has a negative impact on society. This frenzy of buying things is putting people in debt, causing them to spend more time shopping instead of spending time with their family, and making people believe they need to buy something to be happy. This type of behavior is ruining today's society.

Millions of people today are in debt. The average credit card debt for the U.S. according to the time line in 1999 was \$4,500 per household. In 1998 individual bankruptcy filings reached a record high. All this spending is stretching these people's wallets too thin and is a serious problem.

Also, spending time with one's family is very important. Especially with ~~young~~ young children, it is important to spend as much time as possible with them and not shopping in malls wasting their money on something they do not need. Mark Buchanan says that even among religious people, "they rush out of church on Sunday to go to the mall and shop."

Another major problem with this consumer culture is that people feel they need to buy something in order to feel happy and fulfilled. They will go buy a new outfit and will be happy for a short time, but then that feeling wears off and they have to go buy something new to feel happy again. Consumers get the message that they are the center of the universe, and that they will not be fulfilled until they buy the right product to fill those needs. A by-product of this excessive shopping is that the consumer does not ~~see the~~ ^{see the} value of what they

bought, people should take pride in whatever it is the chose to spend their money on.

Rampant buying is wrong and society needs to find a way to stop it. The spending of their money is driving people deeply into debt, ~~driving~~^{spacing} families apart, and creating a false sense of happiness and fulfillment that is harmful to society. People should be more careful with their money. They should only buy what they need, not what they want. Maybe then this country's citizens would be in such huge debts.

Anchor Level 4 – A

Quality	Commentary
	The response:
Meaning	Conveys a basic understanding of the documents by stating that <i>consumer culture has a negative impact on society</i> . The response makes implicit connections between information and ideas in the documents and the assigned task (<i>Mark Buchanan says ... and shop</i> ”).
Development	Develops some ideas more fully than others. The response uses specific and relevant details from the documents to discuss debt and the need to feel fulfilled (<i>they have to go buy something new to feel happy again</i>). The lack of <i>time with one’s family</i> is less developed.
Organization	Maintains a clear and appropriate focus on the negative effects of consumerism. The response exhibits a logical sequence of ideas, first establishing the negative effects of consumer culture (debt, family time, fulfillment), followed by a paragraph to explain each effect. The loosely connected ideas in the third paragraph lack internal consistency.
Language Use	Uses appropriate language, with some awareness of audience and purpose (<i>All this spending is stretching these people’s wallets too thin and is a serious problem</i>). The response occasionally makes effective use of sentence structure (<i>This frenzy of buying things ... something to be happy</i>).
Conventions	Demonstrates partial control, exhibiting occasional errors in punctuation (<i>for the U.S. according; In 1998 individual; Maybe then this</i>), agreement (<i>their family and the consumer ... they</i>), and proofreading (<i>whatever it is the choose and would [not] be in such huge debits</i>) that do not hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 4 in all qualities.	

Consumer Culture has had a negative impact on society. Consumer Culture has caused the Society to be more in debt, financial instability, and ~~unhappiness~~^{unhappiness}. Consumer Culture is not just about selling the necessities to the customer, but ~~it~~^{also} is about selling the things that are not beneficial to the customer. In my eyes Consumer Culture is more manipulation than persuasion.

Consumer Culture causes the economy to be more in debt because the customers are persuaded to buy things that they cannot pay for. They then decide to purchase things on a credit card but when ~~the~~ it is time to pay off the credit cards, they are not able to. This leaves them in debt. According to the timeline, in 1996, consumer debt grew ~~to~~ twenty percent and credit card ~~to~~ debt per U.S household reaches \$ 4,250. This proves my opinion. According to the text, Buchanan feels the way I feel when he says "One of the things that consumerism has done is to teach us to value things too little . . . we ~~really~~ really have no need to replace what we have." Feeling that you have to have the best and newest of everything can cause you to be in debt in the future.

Consumer Culture can cause financial instability because customers are persuaded to buy things just to be temporarily pleased. The customers purchase so many things until they realize that they don't have much money left and that it is time to save every ~~to~~ dime. The business come ~~up~~^{up} with many ways to get the customers attention. They use the internet, the radio,

and the television to attract customers. Buying is no longer a choice but something programmed into our heads. According to Michael Jacobson "... the need to buy is literally programmed into us by the media... glorification of material wealth."

Betsy Taylor says "The idea that you can buy fulfillment is repeated constantly... like ~~background~~ background noise".

I agree with ~~both~~ both of them. According to the time line, business spend \$500 million a year on advertising.

Consumer culture can also cause unhappiness because shoppers love to spend so much that when there is nothing left to spend they are unhappy.

Shopping all the time takes away from family time.

- What once made the children and parents happy are no longer of much value.

Consumer culture is negative only for the fact that the sellers are not looking out for the consumers, but only for themselves. It would be different if the buying and selling process was eternally beneficial for both parties. However I know that consumer culture is just a game to get money no matter what its negative effects. Regalia says "the people who make all of these goods use the money... build their churches."

I completely disagree. Consumer culture has a history of leaving the economy in a negative state, especially according to the time line.

Anchor Level 4 – B

Quality	Commentary
Meaning	The response: Conveys a basic understanding of the documents (<i>In my eyes consumer culture is more manipulation than persuasion</i>). The response makes implicit connections between information and ideas in the documents and the assigned task (<i>Consumer culture is negative only for the fact that the sellers are not looking out for the consumers, but only for themselves</i>).
Development	Develops some ideas more fully than others, using specific and relevant details from the documents to discuss the negative impact of consumer culture on society. The response discusses consumer debt and financial instability, using direct quotes from the passage and specific examples from the time line. The paragraph discussing unhappiness is less developed.
Organization	Maintains a clear and appropriate focus on the negative aspects of consumer culture on society. The response exhibits a logical sequence of ideas, focusing on three negative results (<i>debt, financial instability and unhappiness</i>). The loosely connected ideas in the first paragraph lack internal consistency, as does the conclusion.
Language Use	Uses appropriate language, with some awareness of audience and purpose (<i>However I know that consumer culture is just a game to get money</i>). The response occasionally makes effective use of sentence structure or length (<i>I completely disagree</i>).
Conventions	Demonstrates partial control, exhibiting occasional errors in punctuation (<i>credit card but, says "One, dont, customers attention</i>) and grammar (<i>credit cards, they and what once made ... are no longer</i>) that do not hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 4 in all qualities.	

Economically, the American Society is one of the most strongest and most powerful in the world. The reason for this (I strongly believe) is due to massive consumerism. America is now being given the reputation as a "Consumer Culture". It's basically true, and it's having a positive impact on our society.

Consumer Culture, is becoming a highly important discussed topic in our society. It has had both negative and positive feedback from people. In document one, according to Jacobson Buchanan "the need to buy is literally programmed into us by the media through advertising and the glorification of material wealth" Some people disagreed with this point of view, saying that "Consumer spending drives the economy, creating jobs and bringing material prosperity to Americans". I agree with the fact that consumerism is important to our economy, it drives it! For example if people were to stop buying things, stores would make no money and the states would ~~lose~~ gain no prosperity/whereas as people would spend a lot

the stores, ~~and~~ states, and government would benefit greatly.

~~The~~ Consumerism is also positive to the society, because it brings people together. For example places like malls, and shopping centers are for the whole family to get what they need. Rebecca Michalski says "I come to the mall with my family and we find that it's a good way to spend time together!"

To conclusion, Consumerism culture is expanding greatly, through televisions (in 1960 90% of households in the U.S had a TV) and internet ~~is~~ ~~good~~ and the whole country benefits, ~~and~~ with prosperity. Consumerism is definitely a positive impact on our society.

Anchor Level 4 – C

Quality	Commentary
Meaning	The response: Conveys a basic understanding of the documents, affirming the <i>positive impact</i> of consumerism. The response makes few connections between information and ideas in the documents and the assigned task (<i>consumerism is Important</i> and <i>Consumerism is also positive to the society</i>).
Development	Develops some ideas more fully than others. The response uses specific and relevant details from the documents to explain how <i>consumer spending drives the economy and is expanding greatly through televisions</i> , but the explanation of how shopping brings the family together is less developed.
Organization	Maintains a clear and appropriate focus on “ <i>consumer culture</i> .” The response exhibits a logical sequence of ideas about consumerism’s benefits to <i>the whole country</i> , but lacks internal consistency in the second paragraph when contrasting <i>negative and positive feed back</i> .
Language Use	Relies on basic vocabulary, with some awareness of audience and purpose (<i>I strongly believe</i>). The response exhibits some attempt to vary sentence structure for effect (<i>I agree with the fact ... Important to our economy, It drives it!</i>), but with uneven success.
Conventions	Demonstrates partial control, exhibiting occasional errors in spelling (<i>powerfull, alot, defininty</i>), punctuation (<i>Consumer Culture, Is; For example If; household’s</i>), random use of capitalization, grammar (<i>most strongest and Important discussed</i>), and usage (<i>to the society and To conclusion</i>) that do not hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 4, although it is somewhat weaker in meaning and language use.	

Does American consumer culture has pushed America towards positive or negative impacts on our society? Our consumer culture has changed over the years drastically, with bigger advertizing, creation malls ~~and~~ credit cards and online buying. It has definitely changed but did it change for the better or for worse can definitely be argued.

Using the help of an excerpt by D. Masci and a timeline also from D. Masci it seems that alot of negative things came out of the development of consumer culture. Positive things like rise in economy did occur but the negstie effects were alot worse, ~~to~~ with the hypnosis of advertizing.

I think our consumer culture has headed into the negative direction because of how many things we buy, we begin to waste money on things we don't need. "It has become "less a question of personal choice and more a compulsion." We are brainwashed by ~~so~~ so many advertizments into buying things. It has become an obsession, like a drug to buy, As if, if you don't buy it you won't be happy.

It's not up to us anymore, we can't control advertizing. It's everywhere, on clothing, billboards, online, TV, from everywhere. It said in Business Week that "an average American is exposed to 3,000 commercial messages per day." So it's not upto the person, he/she can't control their advertizing. Even lower class families waste so much money on things they don't need to make themselves happy. But buying things is only temporary happness until you want to buy something else.

Well our economy may drop from people buying less things someone might say. Well because we are so materialistic and so consumer hunger in 1999 an average US household credit card dept is \$14,500 in fact it exceeded \$500 billion. If ~~was~~ we would stop spending so much money on advertizing our economy would still be good and more people would be free from dept. Maybe more people would be rich. I mean parents buy their kids stuff so that they wouldn't be on the street doing bad things, that's gonna make the child get too addicted and buying things will become his drug.

Overall ^{our} consumer based economy has brought many negative things. We are too dependant ~~on~~ our materialistic ways. It has become our legal drug. Money and materialistic things are not happiness. Maybe if advertizing cuts back and we buy less things we can find true happiness and turn this economy into a more positive thing.

Anchor Level 3 – A

Quality	Commentary
Meaning	The response: Conveys a basic understanding of the documents, addressing the addictive nature of materialism and how it leads to <i>debt</i> . The response makes few and superficial connections between information and ideas in the documents and the assigned task (<i>I think our consumer culture has headed into the negative direction</i>).
Development	Develops ideas briefly, using some details from the documents (<i>rise in economy, We are brainwashed by so many advertizments, exceeded \$500 billion</i>).
Organization	Maintains an appropriate focus on <i>the negative effects</i> of consumer culture. The response exhibits a rudimentary structure, but includes some irrelevancies (<i>Even lower class families waste so much money and Maybe more people would be rich</i>).
Language Use	Relies on basic vocabulary (<i>things, alot worse, gonna</i>), with little awareness of audience and purpose. The response exhibits some attempt to vary sentence structure, but with uneven success (<i>Does American consumer culture has pushed ... society?</i>).
Conventions	Demonstrates partial control, exhibiting occasional errors in spelling (<i>definetly, hapiness, adicted</i>), punctuation (<i>control advertizing its, Well our economy, in fact it, kids stuff</i>), and usage (<i>positive of negative and less things</i>) that do not hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 3, although it is somewhat stronger in organization and conventions.	

How do you like to spend your time? Do you jog or paint? Some people like to shop, maybe a little or maybe a lot. Do you honestly see a conflict in shopping? Many people do and many people don't, but all that people know is that consumerism has had a positive impact on our society.

Consumerism is a huge way that many companies showcase their products to the minds of many Americans young and old. "Advertising and marketing have become such strong forces in our society that consumption for many people has become less a question of personal choice and more a compulsion," says Michael Jacobson, executive director of the Center for Science in the Public Interest, a consumer advocacy group. Posting billboards and commercials may have captured our minds as well as our wallets into purchasing goods we desire at first glance. Some of these products aren't just wanted, but at most times, are needed, example a prescription that may be helpful. "Consumers are not brainwashed slaves to shopping," said a group of observers with economists among them, "but intelligent people who know what they want and usually purchase things they genuinely feel that they need."

Consumerism doesn't just please the people, but it also pleases the world's economic system. Consumerism plays a positive role in our economic system. It does a lot for society when people are searching for employment. "Consumer spending drives

the economy, creating jobs and bringing material prosperity to many millions of Americans," says economist, Diane Furchtgott-Roth and Martin Regalia. Not to mention, also, that advertisements gave us what we have today, example commercials for home appliances. Jeff Bobeck, a spokesman for the NAB (National Association of Broadcasters), reminds us that, "most of today's adults grew up on television and are now productive and law-abiding citizens."

Consumerism is then not the center of anyone's universe. Like Furchtgott-Roth and others say, "the beauty of the American consumer economy is that it gives people an array of choices."

Anchor Level 3 – B

Quality	Commentary
Meaning	The response: Conveys a basic understanding of the text by addressing how advertising has influenced people to buy <i>goods we desire at first glance</i> . The response makes implicit connections between information and ideas in the documents and the assigned task (<i>It does a lot for society</i>). There is no reference to the timeline.
Development	Develops some ideas more fully than others, using specific and relevant details from the text to discuss the influence of advertising (<i>captured our minds as well as our wallets</i>) and the benefits of consumerism (<i>Consumer spending drives the economy</i>). The idea that advertisements gave us what we have today is less developed.
Organization	Maintains a clear and appropriate focus on the <i>positive impact</i> of consumerism. The response exhibits a logical sequence of ideas, focusing first on advertising (<i>companies showcase their products</i>), then discussing how consumerism affects <i>the world's economic system</i> . The loosely connected ideas in the second paragraph lack internal consistency.
Language Use	Uses appropriate language that is occasionally imprecise (<i>Consumerism is a huge way; are needed example; not to mention, also, that</i>), with some awareness of audience and purpose. The response occasionally makes effective use of sentence structure (<i>Do you honestly see a conflict in shopping?</i>).
Conventions	Demonstrates partial control, exhibiting occasional errors in spelling (<i>apliances</i>) and punctuation (<i>many Americans young and old and anyones</i>) that do not hinder comprehension.
Conclusion: Although the response best fits the criteria for Level 4 in all areas, it remains at Level 3 because it addresses only one text.	

In Society, consumer culture has ~~been~~ a very positive impact on one another. Ever since the 1900's - today, we have been able to create a rise of T.V., radio, credit cards, and internet. And each year, it grows and grows a little more.

Mentioned in the first document, Buchanan is stating, "We always want the newest or the best of a computer or car or whatever even when we really have no need to replace what we have." Even if it's just a portable bathroom appliance, our "consumer culture" will go after it and make use of it. People are always saying that we don't need all this new high-tech stuff, but we have it, so why ~~can't~~ ~~can't~~ just make good use of it? If there's things in the world that can help us, take advantage of it. Back in the days, (1900's), the main attraction was advertising and the radio. For the advertising side, people made billboards and huge posters to get out what they wanted to say.

When the first mall was made in 1955, everyone went crazy. Steve

Briqance, from document one, doesn't do "shopping" even today. He doesn't even walk in these stores, he just glances outside. He feels that ~~the~~ society is reaching out to kids ~~that~~ too young of age. Kids though, at that age think the malls are great b/c they get to spend time w/ their families. People feel kids are growing up too quickly now. Today, ~~they~~ ~~spend~~ ^{enjoy} spend hours at the mall and ~~don't~~ ^{do} even spend time w/ their parents. Malls push kids ahead of themselves, but what would people do about it. They wouldn't close down malls. There's too much investment and buisness stuff like that involved and it's too far into society to be shutting down malls.

In conclwion, people today, in 2005, ~~don't~~ don't have to leave their homes to go shopping. There's the internet. There are so many online stores, no body has to go anywhere. Even ~~to~~ buy a car, you can stay home. And the best part is, they creating something new everyday: bigger & better!

Anchor Level 3 – C

Quality	Commentary
Meaning	<p>The response:</p> <p>Conveys a basic understanding of the documents, indicating that malls facilitate families spending time together and <i>advertising and the radio</i> were around in the <i>1900's</i>, but mistakenly states that <i>Steve Brigance ... doesn't do "shopping"</i>. The response makes superficial connections to the task (<i>people ... don't have to leave their homes to go shopping</i>).</p>
Development	<p>Is largely undeveloped, hinting at ideas, but references to the documents are vague (<i>each year, it grows</i>), irrelevant (<i>portable bathroom appliance</i>), and unjustified (<i>He doesn't even walk in the stores</i>).</p>
Organization	<p>Establishes, but fails to maintain, an appropriate focus on the <i>positive impact of consumer culture</i>. The response exhibits a rudimentary structure, with introductory, body, and concluding paragraphs, but includes some inconsistencies (<i>People are always saying that we don't need all this</i>) and irrelevancies (<i>kids are growing up too quickly now</i>).</p>
Language Use	<p>Relies on basic vocabulary (<i>stuff, in the days, it's too far into society</i>) that is occasionally unsuitable for the audience (<i>b/c</i> and <i>w/</i>). The response exhibits some attempt to vary sentence structure and length for effect, but with uneven success (<i>And the best part is, they creating</i>).</p>
Conventions	<p>Demonstrates partial control, exhibiting occasional errors in spelling (<i>buisness</i> and <i>no body</i>), punctuation (<i>since the 1900's - today; what would people do about it.; In conclusion, people</i>), and grammar (<i>there's things ... of it</i>) that do not hinder comprehension.</p>
<p>Conclusion: Overall, the response best fits the criteria for Level 3, although it is somewhat stronger in conventions and somewhat weaker in development.</p>	

Consumerism has both positive and negative effects on our economy. It has brought about more jobs to people and an inflation to our economy but also has replaced some of our family values and time.

Consumerism is the buying of goods even if there not needed or replacing family values and times with shopping. This trend or "fad" ~~has caused~~ may be linked to people going bankrupt and buying things that are not necessary. It's not just the fault of the person knowing what to buy and what not to buy but the fault of the companies advertizing. These companies advertize saying that they need these products to look better or you need it to be cool. Not only that but ~~you need~~ they our advertizing to young children. Young children are easy to brianwash.

Anchor Level 2 – A

Quality	Commentary
	The response:
Meaning	Conveys a confused understanding of the documents (<i>Consumerism has both positive and negative effects</i>). The response alludes to the documents (<i>replacing family values and times with shopping</i>) but makes unclear connections to the assigned task.
Development	Is largely undeveloped, hinting at ideas, but references to the documents are vague (<i>people going bankrupt and buying things that are not necessary</i>).
Organization	Suggests a focus on consumerism as <i>the buying of goods even if there not needed</i> , but lacks organization, consisting of loosely related ideas. The response has no conclusion.
Language Use	Relies on basic vocabulary that is sometimes imprecise (<i>there</i> for "they're" and <i>our</i> for "are"), with little awareness of audience and purpose (<i>you need it to be cool</i>). The response exhibits some attempt to vary sentence structure, but with uneven success (<i>Its not just the fault of the person ... but the fault of the companies advertizing</i>).
Conventions	Demonstrates emerging control, exhibiting occasional errors in spelling (<i>consumerism, inflaton, bankrupt, brianwash</i>) and punctuation (<i>our economy but; Its; to buy but, companies advertizing</i>) that hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 2, although it is somewhat stronger in language use and conventions.	

Consumer culture has had a positive impact on society between time. The positive way to express that is a good way to spend time with the family. Critical say that consumer has displace other more important yearnings such as spending time with our family and in our community. According to the line time in 1990's businesses are spending \$500 million annually on advertising but in 2004's sale product on line are expected to reach \$195 billion what mean that is a much different between. In addition, critics say that ~~consumer~~ consumer has displaced others. ~~ad~~ Think that kid are very susceptible to advertising and advertiser know it.

Anchor Level 2 – B

Quality	Commentary
Meaning	The response: Conveys a confused or inaccurate understanding of the documents (<i>The positive way to express that is a good way to spend time with the family</i>). The response alludes to the documents but makes unclear connections to the assigned task (<i>In addition, critics say that consumerins has displaced others</i>).
Development	Is largely undeveloped, hinting at ideas, but references to the documents are vague (<i>but in 2004 sale product on line are expeted to reach \$185 billion</i>).
Organization	Suggests a focus on the positive impact of consumer culture on society but lacks organization. The response consists of three short paragraphs of loosely related ideas.
Language Use	Uses language that is imprecise (<i>Critical say that consumer has displace other more impartet yearning</i>). The response reveals little awareness of how to use sentences to achieve an effect.
Conventions	Demonstrates a lack of control, exhibiting frequent errors in spelling (<i>speand, comunity, Accordind, Bussnesses</i>), grammar (<i>Critical say, has displace, sale product</i>), and usage (<i>between time</i> and <i>What mean that</i>) that make comprehension difficult.
Conclusion: Overall, the response best fits the criteria for Level 2 in all qualities.	

Some ~~people~~ economists see the criticism of consumers are not brainwashed slaves to shopping but intelligent people ~~know~~ who know what they want and usually purchase things they want and usually purchase things they generally feel they need. The first shopping mall was made in 1955. From 1990 to 2004, the spending amount went from 500 million to 185 billion. Shopping has become an extension of work. Consumer culture has the effect of inspiring worthless products. There should be limits on marketing to children. Barrage of advertisements includes endorsements on clothing. Slowing consumerism would result in more innovation. Consumers become more selective, industry is pushed to generate new products. In 1991, first attempt to respond to the harmful effects of television ~~commercials~~ commercials took place. The credit card is the most recent contributor to consumerism. Consumerism is a product of advertising use. Since 1950 consumers have increased their number of credit cards.

Anchor Level 2 – C

Quality	Commentary
Meaning	The response: Conveys a confused and inaccurate understanding of the documents (<i>Shopping has become an extension of work</i>). The response alludes to the documents but makes unclear connections to the assigned task (<i>Consumer culture has the effect of inspiring worthless products</i>).
Development	Is largely undeveloped, hinting at ideas, but references to the documents are vague (<i>From 1900 to 2004, the spending amount went from 500 million to 185 billion</i>).
Organization	Suggests a focus on consumerism. The response lacks organization, consisting of one paragraph of loosely related ideas.
Language Use	Uses language that is imprecise (<i>Some economists see the criticism of consumers are not brainwashed slaves</i>). The response reveals little awareness of how to use sentences to achieve an effect (<i>Barrage of advertisements includes endorsements on clothing</i>).
Conventions	Demonstrates emerging control, exhibiting occasional errors in spelling (<i>slective</i> and <i>increaded</i>) and grammar (<i>has became</i> and <i>In 1991, first attempt</i>) that hinder comprehension.
Conclusion: Overall, the response best fits the criteria for Level 2, although it is somewhat stronger in conventions.	

Anchor Paper – Part B—Level 1 – A

~~As~~ Through the Twentieth century, with the rise of advertisement and the increase of available capital, Americans ~~have~~ ~~established~~ created a consumer culture in which most Americans are willing to go into debt to contribute towards.

Anchor Level 1 – A

Quality	Commentary
Meaning	The response: Provides minimal evidence of understanding. The response states that <i>Americans are willing to go into debt</i> , but makes no connections to the assigned task.
Development	Is minimal, with no evidence of development. The response consists of one sentence.
Organization	Suggests a focus on the <i>rise of advertising and the increase of available capital</i> but lacks organization.
Language Use	Is minimal, consisting of only one sentence.
Conventions	Is minimal, making assessment of conventions unreliable.
Conclusion: Overall, the response best fits the criteria for Level 1, although it is somewhat stronger in organization.	

Anchor Paper – Part B—Level 1 – B

Consumer Culture has a negative impact on society.
Many problems this society has started in 1950 when
the Diners Club issued the first Credit Card. ~~It~~
In 1999 Credit Card debt exceeded \$500 billion.

Anchor Level 1 – B

Quality	Commentary
	The response:
Meaning	Provides minimal evidence of understanding. The response alludes to the time line (<i>Diners Club issued the first credit card and Credit Card debt exceeded \$500 billion</i>), but makes unclear connections to the assigned task.
Development	Is minimal, with no evidence of development.
Organization	Suggests a focus on consumer spending but lacks organization.
Language Use	Is minimal, using language that is predominantly copied from the texts.
Conventions	Is minimal, making assessment of conventions unreliable.
Conclusion: The response best fits the criteria for Level 1, although it is somewhat stronger in organization.	

Experts disagree on whether the consumer culture we live in today is positive or negative. The experts who have a negative view on this topic give good evidence and a strong argument but I believe that there is no problem with our consumer habits.

Some experts like Michael Jacobson of the Center for Science in the Public Interest believe that ~~advertising~~ advertising has become too strong a force in our society. This man believes people are programmed to buy through compulsion. Other observers don't agree, they and I don't believe people buy goods brainlessly, they put thought into and genuinely feel that they need what they buy. These people are not simply addicted to shopping. Many shop to spend time with their families. Many people go to the mall after church on Sundays, these people don't have to go shopping but they see it as a way to spend time with their children. According to the chart people have been going to malls since 1955, and businesses have been spending mass sums of money on advertising since 1900, and this country has had times of happiness and depression, not at all based on the spending habits.

The consumer culture drives our current economy. Factories produce goods, those workers buy others, Dock workers import goods, those workers buy, ~~the~~ Truck drivers move goods and

with their paychecks buy more goods, every thing is connected, if one group stopped buying the whole economy would crumble. Unemployment would rise and many people would go broke.

The last major point is choice. Consumers have and should have a choice on their spending habits. If Americans only wanted a couple of choices between goods, that is all there would be. The media doesn't push products on people, some heavily publicized products fail because the consumer doesn't choose to buy them. That is why I believe our consumer culture is more positive than negative.

Consumer culture has they ups and down and also the positive and negative. but I think that it has a positive impact on Society. the information is coming from the two work peice. Such as and es Say: by D. Masci and a time line Created by also D. Masci.

The impacts on the consumer culture was good. New ideas came out like the first radio station, television, Credit Card, Shopping malls. the Internet and ect. this was making people go out and by things like a T.V. a radio and also the Computer for these things. and now people can shop and exercise because they have the mall that they can do this at. this was a good thing just like what Debbie van Orstel said that "Consumerism tends to speed the pace of innovation".

The consumer culture has had a positive impact on society. because the can do things by them selfs to get some alone time to think and spend time with family. especially with family member that they have not seen in a long time and talk about the good old days. and the bad times they can also do this with friends to all so

Part B — Practice Paper — B

there are some negative impact to
but not as many as a positive
these are the good and bad thing
ups and down things that about the
consumer culture

Since the 1900s consumerism has been on a rapid rise. In the society of today we are influenced by the media and advertising more than ever before. Advertising is everywhere, from commercials, to newspapers, to billboards, and even the clothing that we wear. Consumerism sends the message to buy more and sets the focus on material possessions in ^{our} society. The impact of consumerism on our society is that the morales ~~more~~ of the once family oriented society seem to be diminishing. In that perspective, consumerism has a negative effect on our society.

~~More~~ The rise of the radio, TV, and internet have spurred consumerism in recent years. According to a survey the average credit card debt is over \$4,500 per household. In 1998 individual bankruptcy records reached a record high. Through these two instances it seems that consumerism has had a negative impact on our society.

The Society of our united States used to be centered around the family lifestyle. However since that time our society has become much more obsessed with shopping and their "need" for material possessions. Spending quality time with family has been replaced by consumerism. Now you often see families even shopping together.

~~More~~ In addition, advertisers target children as well. The desire for material possessions is becoming instilled at an even younger age. According to "Business week" the average American is exposed to 3,000 commercials per day. This can not be healthy for a young maturing child to see and be exposed to daily. They ~~cannot~~ begin to see material possessions as a need

and not just a want anymore. The message that Advertisers send is to buy the biggest newest and best product out there, regardless of if they need it or not.

In conclusion consumerism is a driving negative force behind our society. ~~However~~ Consumerism may provide jobs for our economy but it diminishes old time morals and beliefs. People are becoming more and more greedy and ungrateful due to the consumerism of today.

Instead of using what works and saving money for what people really need. Consumers are obsessed with the biggest, best, newest product which is not healthy for our society.

I think that consumer culture has had a ~~positive~~ ^{negative} impact on society. I think that the consumer culture has had a negative impact because of many reasons. One of the reasons are because of ~~and~~ credit card debt and people living in poverty because they wasted all there ~~money~~ earnings on useless things.

I think that more of these un-necessary things would be bought if there weren't any advertisements for the new product. If people didn't see it on a tv, commercial or in an ad in the paper they wouldn't desire to buy the item. I think that the source of all the effects of consumerism is advertising.

many people have suffered because they wasted their money on these unnecessary things, which is why many live their lives in poverty or living pay check to pay check.

If you look at the time line when people 1st had television to the time when an average credit card debt for the US in each household was \$2,250,00. so ~~\$~~ ~~to~~ it only took 30 years from when t.v. started to become big to develop debt from all the advertisements of new products.

As the advertisement industry gets bigger and bigger so does the debt. From 1999 when the internet sales were expected to total 20 billion till 2004 where the on-line sales increase to \$185 billion.

Consumerism has grown over the years as a result of media advertising. The impact on society is largely negative. In the 20th century, with the invention of radio and television, new methods of advertising were born. Commercials were created to invade people's homes with their consumerism messages. This was an addition to previously used newspapers and billboards. Today, brand names are made into decorative logos that appear on clothing. The consumers, themselves, become advertisements.

The most obvious negative impact advertising has is on children. They are specifically targeted by toy companies and fast foods. When children ask parents to buy these expensive items, arguments disrupt family life. Children can't understand that maybe their parents can't afford these things. In 1978, the Federal Trade Commission was unsuccessful at banning "TV advertising aimed at children." Finally, in 1991, the FCC was able to "set some limits" on the ads associated with children's programs.

Another negative aspect of commercial consumerism is the high credit card debt that many Americans are building up over the years. The Diner's Club introduced the first credit card in 1950. Since then, credit cards have shaped shopper's spending. For example, in 1990, the average amount of credit card debt was \$2,250 per household. But, in 1999, the average credit card debt was \$4,500. That's over a \$2,000 increase in just 10 years. Robert Frank, a professor at Cornell University, thinks that Americans are not saving enough money and that higher taxes on goods would help to reduce personal debt.

What is causing people to go out and buy things that they don't need? Advertisements sell personal fulfillment, or as Michael Jacobson called it, the "quick fix." Shopping makes people feel temporarily happy. But Mark Buchanan sees that we "value things too little" and lost the

"sacredness" of things. In America, things are constantly replaced by newer things.

Consumer culture has become a central part of American society. Its influence has been negative, causing people to be dissatisfied with what they have. They have decreased their saving and increased their debts to chase the dreams created for them by advertising.

Practice Paper A–Score Level 4

Conclusion: Overall, the response best fits the criteria for Level 4, although it is somewhat weaker in language use and conventions.

Practice Paper B–Score Level 2

Conclusion: Overall, the response best fits the criteria for Level 2 in all qualities.

Practice Paper C–Score Level 4

Conclusion: Overall, the response best fits the criteria for Level 4 in all qualities.

Practice Paper D–Score Level 3

Conclusion: Overall, the response best fits the criteria for Level 3, although it is somewhat stronger in conventions.

Practice Paper E–Score Level 5

Conclusion: Overall, the response best fits the criteria for Level 5, although it is somewhat stronger in conventions.

Submitting Teacher Evaluations of the Test to the Department

Suggestions and feedback from teachers provide an important contribution to the test development process. The Department provides an online evaluation form for State assessments. It contains spaces for teachers to respond to several specific questions and to make suggestions. Instructions for completing the evaluation form are as follows:

1. Go to www.emsc.nysed.gov/osa/exameval.
2. Select the test title.
3. Complete the required demographic fields.
4. Complete each evaluation question and provide comments in the space provided.
5. Click the SUBMIT button at the bottom of the page to submit the completed form.

