



Developing | Exemplar Essay

## Ad Me

### Advertising Identity



#### Clarity and Focus

The writer does not clearly connect ideas to the topic by crafting a strong thesis (“I believe that both of these identities are different in their own ways”) or maintaining focus throughout the essay with clear support. While attempts are made to provide examples, they are not specific (“I like role playing games so when a new game comes out, they show me an ad for it”).



#### Development

The writer uses some evidence (“when a new game comes out, they show me an ad for it”) but not enough to fully support the ideas. Attempts are made to provide evidence, but they are repetitive and do not add new information (“I like video games” and “I like role playing games”).



#### Organization

Paragraph breaks are present and there is an attempt to organize an introduction, body, and conclusion, but the writer does not use transitions, so the writing lacks cohesion.



#### Language and Style

Many of the language choices are not appropriate for the task (“I could not care less about”), and few attempts are made to explain or employ the language of the prompt (“advertising identity,” “real identity”). The syntax is often confusing (“represents me ... whenever I am looking to buy something”).



#### Using Exemplars in Your Lessons

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

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### Notes

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Companies always think that our "real identities" and their "advertising identities" are the same. There are similarities and differences between both of these personalities. I believe that both of these identities are different in their own ways.

The most common thing I see is plenty of video game commercials and that interests me because I like video games. I like role playing games so when a new game comes out, they show me an ad for it. But then they show a commercial about a new gas guzzler Ford truck that I could not care less about. Maybe this is because I sometimes share my computer with friends and family and so this reflects their interests more than mine. They try to see what you like but if all else fails they'll just send you a commercial whether you like or not because it's how companies make money. It's the advertiser's job to make you really want to buy the product. Sometimes they just put out general advertising so that maybe I will click on it and buy it. Really all they care about is getting your money. The ads don't represent who I am really because my "real" self is more than what I buy..

My advertising identity is either not real or only represents me from a certain time period whenever I am looking to buy something. I am more than just an online search or what I buy online.