

Question 2

Suggested time—40 minutes.

(This question counts for one-third of the total essay section score.)

The passage below is the opening to a speech made in 1960 by American journalist and politician Clare Boothe Luce to journalists at the Women’s National Press Club. In this speech, Luce went on to criticize the tendency of the American press to sacrifice journalistic integrity in favor of the perceived public demand for sensationalist stories. Read the passage carefully. Then, in a well-developed essay, analyze *how* Luce uses this introduction to prepare the audience for her message. Support your analysis of her rhetoric with specific references to the text.

I am happy and flattered to be a guest of honor on this always exciting and challenging occasion. But looking over this audience tonight, I am less happy than you might think and more challenged than you Line 5 could know. I stand here at this rostrum invited to throw rocks at you. You have asked *me* to tell *you* what’s wrong with *you*—the American press. The subject not only is of great national significance but also has, one should say, infinite possibilities—and 10 infinite perils to the rock thrower.

For the banquet speaker who criticizes the weaknesses and pretensions, or exposes the follies and sins, of his listeners—even at their invitation—does not generally evoke an enthusiastic—no less 15 friendly—response. The delicate art of giving an audience hell is always one best left to the Billy Grahams and the Bishop Sheens.*

But you are an audience of journalists. There is no audience anywhere who should be more bored—20 indeed, more revolted—by a speaker who tried to fawn on it, butter it up, exaggerate its virtues, play down its faults, and who would more quickly see through any attempt to do so. I ask you only to remember that I am not a volunteer for this subject 25 tonight. You asked for it!

For what is good journalism all about? On a working, finite level it is the effort to achieve illuminating candor in print and to strip away cant. It is the effort to do this not only in matters of state, 30 diplomacy, and politics but also in every smaller aspect of life that touches the public interest or engages proper public curiosity. It is the effort to explain everything from a summit conference to why

the moon looks larger coming over the horizon than it 35 does when it has fully risen in the heavens. It is the effort, too, to describe the lives of men—and women—big and small, close at hand or thousands of miles away, familiar in their behavior or unfamiliar in their idiosyncrasies. It is—to use the big word—the 40 pursuit of and the effort to state the truth.

No audience knows better than an audience of journalists that the pursuit of the truth, and the articulation of it, is the most delicate, hazardous, exacting, and *inexact* of tasks. Consequently, no 45 audience is more forgiving (I hope) to the speaker who fails or stumbles in his own pursuit of it. The only failure this audience could never excuse in any speaker would be the failure to try to tell the truth, as he sees it, about his subject.

50 In my perilous but earnest effort to do so here tonight, I must begin by saying that if there is much that is wrong with the American press, there is also much that is right with it.

I know, then, that you will bear with me, much as it 55 may go against your professional grain, if I ask you to accept some of the good with the bad—even though it may not make such good copy for your newspapers.

For the plain fact is that the U. S. daily press today is not inspiringly good; it is just far and away the best 60 press in the world.

* Billy Graham, an American Christian evangelist, and Fulton John Sheen, an American Catholic archbishop, both became renowned for their religious oratory. Their speeches were widely broadcast on radio and television.

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Question 3

Suggested time—40 minutes.

(This question counts for one-third of the total essay section score.)

The passage below is an excerpt from *Empire of Illusion* by Chris Hedges. Read the passage carefully. Then write an essay in which you develop a position on Hedges' argument that “the most essential skill . . . is artifice.” Use appropriate, specific evidence to illustrate and develop your position.

The most essential skill in political theater and a consumer culture is artifice. Political leaders, who use the tools of mass propaganda to create a sense of faux intimacy with citizens, no longer need to be competent, sincere, or honest. They need only to appear to have these qualities. Most of all they need a story, a personal narrative. The reality of the narrative is irrelevant. It can be completely at odds with the facts. The consistency and emotional appeal of the story are paramount. Those who are best at deception succeed. Those who have not mastered the art of entertainment, who fail to create a narrative or do not have one fashioned for them by their handlers, are ignored. They become “unreal.”

An image-based culture communicates through narratives, pictures, and pseudo-drama.

STOP

END OF EXAM

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Question 2

General Directions: This scoring guide is designed so that the same performance expectations are applied to all student responses. It will be useful for most of the essays, but if it seems inappropriate for a specific essay, assistance should be sought from the Table Leader. The Table Leader should always be shown books that seem to have no response or that contain responses that seem unrelated to the question. A score of 0 or — should not be assigned without this consultation.

The essay's score should reflect an evaluation of the essay as a whole. Students had only 40 minutes to read and write; the essay, therefore, is not a finished product and should not be judged according to standards appropriate for an out-of-class assignment. The essay should be evaluated as a draft, and students should be rewarded for what they do well. The evaluation should focus on the evidence and explanations that the student uses to support the response; students should not be penalized for taking a particular perspective.

All essays, even those scored 8 or 9, may contain occasional lapses in analysis, prose style, or mechanics. Such features should enter into the holistic evaluation of an essay's overall quality. In no case should a score higher than a 2 be given to an essay with errors in grammar and mechanics that persistently interfere with understanding of meaning.

9 – Essays earning a score of 9 meet the criteria for the score of 8 and, in addition, are especially sophisticated in their argument, thorough in their development, or impressive in their control of language.

8 – Effective

Essays earning a score of 8 **effectively** analyze* how Luce uses this introduction to prepare the audience for her message. They develop their analysis with evidence and explanations that are appropriate and convincing, referring to the passage explicitly or implicitly. The prose demonstrates a consistent ability to control a wide range of the elements of effective writing but is not necessarily flawless.

7 – Essays earning a score of 7 meet the criteria for the score of 6 but provide more complete explanation, more thorough development, or a more mature prose style.

6 – Adequate

Essays earning a score of 6 **adequately** analyze how Luce uses this introduction to prepare the audience for her message. They develop their analysis with evidence and explanations that are appropriate and sufficient, referring to the passage explicitly or implicitly. The writing may contain lapses in diction or syntax, but generally the prose is clear.

5 – Essays earning a score of 5 analyze how Luce uses this introduction to prepare the audience for her message. The evidence and explanations used to develop their analysis may be uneven, inconsistent, or limited. The writing may contain lapses in diction or syntax, but it usually conveys the student's ideas.

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Question 2 (continued)

4 – Inadequate

Essays earning a score of 4 **inadequately** analyze *how* Luce uses this introduction to prepare the audience for her message. These essays may misunderstand the passage, misrepresent the strategies Luce uses, or analyze these strategies insufficiently. The evidence and explanations used to develop their analysis may be inappropriate, insufficient, or unconvincing. The prose generally conveys the student's ideas but may be inconsistent in controlling the elements of effective writing.

3 – Essays earning a score of 3 meet the criteria for the score of 4 but demonstrate less success in analyzing *how* Luce uses this introduction to prepare the audience for her message. They are less perceptive in their understanding of the passage or Luce's strategies, or the evidence and explanations used to develop their analysis may be particularly limited or simplistic. The essays may show less maturity in control of writing.

2 – Little Success

Essays earning a score of 2 demonstrate **little success** in analyzing *how* Luce uses this introduction to prepare the audience for her message. The student may misunderstand the prompt, misread the passage, fail to analyze the strategies Luce uses, or substitute a simpler task by responding to the prompt tangentially with unrelated or inaccurate explanation. The prose often demonstrates consistent weaknesses in writing, such as grammatical problems, a lack of development or organization, or a lack of control.

1 – Essays earning a score of 1 meet the criteria for the score of 2 but are undeveloped, especially simplistic in their explanation, or weak in their control of language.

0 – Indicates an off-topic response, one that merely repeats the prompt, an entirely crossed-out response, a drawing, or a response in a language other than English.

— Indicates an entirely blank response.

* For the purposes of scoring, analysis means explaining the rhetorical choices an author makes in an attempt to achieve a particular effect or purpose.