

2005 AP[®] ENGLISH LANGUAGE AND COMPOSITION
FREE-RESPONSE QUESTIONS

Question 2

(Suggested time—40 minutes. This question counts one-third of the total essay section score.)

The following article is a mock press release from *The Onion*, a publication devoted to humor and satire. Read the article carefully. Then write an essay in which you analyze the strategies used in the article to satirize how products are marketed to consumers.

Line
5 MASSILLON, OH—Stressed and sore-footed Americans everywhere are clamoring for the exciting new MagnaSoles shoe inserts, which stimulate and soothe the wearer's feet using no fewer than five forms of pseudoscience.

10 "What makes MagnaSoles different from other insoles is the way it harnesses the power of magnetism to properly align the biomagnetic field around your foot," said Dr. Arthur Bluni, the pseudoscientist who developed the product for Massillon-based Integrated Products. "Its patented Magna-Grid design, which features more than 200 isometrically aligned Contour Points™, actually soothes while it heals, restoring the foot's natural bio-
15 flow."

"MagnaSoles is not just a shoe insert," Bluni continued, "it's a total foot-rejuvenation system."

20 According to scientific-sounding literature trumpeting the new insoles, the Contour Points™ also take advantage of the semi-plausible medical technique known as reflexology. Practiced in the Occident for over eleven years, reflexology, the literature explains, establishes a correspondence between every point on the human foot and another
25 part of the body, enabling your soles to heal your entire body as you walk.

30 But while other insoles have used magnets and reflexology as keys to their appearance of usefulness, MagnaSoles go several steps further. According to the product's Web site, "Only MagnaSoles utilize the healing power of crystals to restimulate dead foot cells with vibrational biofeedback . . . a process similar to that by which medicine makes people better."

35 In addition, MagnaSoles employ a brand-new, cutting-edge form of pseudoscience known as Terranometry, developed specially for Integrated

Products by some of the nation's top pseudoscientists.

40 "The principles of Terranometry state that the Earth resonates on a very precise frequency, which it imparts to the surfaces it touches," said Dr. Wayne Frankel, the California State University biotrician who discovered Terranometry. "If the frequency of one's foot is out of alignment with the Earth, the
45 entire body will suffer. Special resonator nodules implanted at key spots in MagnaSoles convert the wearer's own energy to match the Earth's natural vibrational rate of 32.805 kilofrankels. The resultant harmonic energy field rearranges the foot's naturally
50 occurring atoms, converting the pain-nuclei into pleasing comfortrons."

Released less than a week ago, the \$19.95 insoles are already proving popular among consumers, who are hailing them as a welcome alternative to
55 expensive, effective forms of traditional medicine.

"I twisted my ankle something awful a few months ago, and the pain was so bad, I could barely walk a single step," said Helene Kuhn of Edison, NJ. "But
60 after wearing MagnaSoles for seven weeks, I've noticed a significant decrease in pain and can now walk comfortably. Just try to prove that MagnaSoles didn't heal me!"

Equally impressed was chronic back-pain sufferer Geoff DeAngelis of Tacoma, WA.

65 "Why should I pay thousands of dollars to have my spine realigned with physical therapy when I can pay \$20 for insoles clearly endorsed by an intelligent-looking man in a white lab coat?" DeAngelis asked. "MagnaSoles really seem like they're working."

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Question 3

(Suggested time—40 minutes. This question counts one-third of the total essay section score.)

In “The Singer Solution to World Poverty,” an article that appeared in *The New York Times Magazine*, Peter Singer, a professor of bioethics, calls attention to the urgent need for food and medicine in many parts of the world. Singer argues that prosperous people should donate to overseas aid organizations such as UNICEF or Oxfam America all money not needed for the basic requirements of life. “The formula is simple: whatever money you’re spending on luxuries, not necessities, should be given away.”

Write an essay in which you evaluate the pros and cons of Singer’s argument. Use appropriate evidence as you examine each side, and indicate which position you find more persuasive.

END OF EXAM

AP[®] ENGLISH LANGUAGE AND COMPOSITION
2005 SCORING GUIDELINES

Question 2

The score should reflect a judgment of the quality 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 by standards appropriate for an out-of-class assignment. Evaluate the essay as a draft, making certain to reward students for what they do well.

All essays, even those scored 8 or 9, may contain occasional flaws in analysis, prose style, or mechanics. Such features should enter into the holistic evaluation of an essay's overall quality. In no case may an essay with many distracting errors in grammar and mechanics be scored higher than a 2.

9 Essays earning a score of 9 meet the criteria for essays that are scored an 8 and, in addition, are especially full or apt in their analysis or demonstrate particularly impressive control of language.

8 Effective

Essays earning a score of 8 **effectively** analyze the strategies used in the article to satirize how products are marketed to consumers. These essays may refer to the passage explicitly or implicitly. The prose demonstrates an ability to control a wide range of the elements of effective writing but is not necessarily flawless.

7 Essays earning a score of 7 fit the description of essays that are scored a 6 but provide a more complete analysis or demonstrate a more mature prose style.

6 Adequate

Essays earning a score of 6 **adequately** analyze the strategies used in the article to satirize how products are marketed to consumers. These essays may refer 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 the strategies used in the article to satirize how products are marketed to consumers but do so unevenly, inconsistently, or insufficiently. The writing may contain lapses in diction or syntax, but it usually conveys the writer's ideas.

4 Inadequate

Essays earning a score of 4 respond to the prompt **inadequately**. They may offer little discussion of the strategies used in the article to satirize how products are marketed to consumers, misrepresent those strategies, or analyze them incorrectly. The prose generally conveys the writer's ideas but may suggest immature control of writing.

3 Essays earning a score of 3 meet the criteria for a score of 4 but are less perceptive about the strategies used in the article to satirize how products are marketed to consumers and/or less consistent in controlling the elements of writing.

2 Little Success

Essays earning a score of 2 demonstrate **little success** in analyzing the strategies used in the article to satirize how products are marketed to consumers. These essays may misunderstand the prompt, offer vague generalizations, substitute simpler tasks such as summarizing the passage, or simply list rhetorical strategies. The prose often demonstrates consistent weaknesses in writing.

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Question 2 (continued)

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

0 Essays earning a zero (0) are on-topic responses that receive no credit, such as those that merely repeat the prompt.

— Essays earning a dash (—) are blank responses or responses that are completely off topic.