

**A Match the type of general sentences with examples below from the essay, 'Should advertising to children be banned?'**

1. Quotation
2. Statistic
3. General knowledge
4. Key words/reword title
5. Contemporary background
6. Definition
7. Historical background

- a) In 1969, the television series 'Hot Wheels' was created specifically to sell a range of toys to children, and it is a marketing model that has been followed ever since.
- b) Children in general are perfect consumers in that they act on impulsive desires, the need to have a new toy for example. Advertisers can and do exploit this.
- c) "Give me a child until the age of seven and I will give you the man". If this well-known saying is true, then we need to examine what influences child development, and whether this includes advertising.
- d) The debate over the banning of advertising to children is a heated one, with strong views on both sides.
- e) Children's charities recently criticised Cadbury's and Nestle for using online games and websites as a way of promoting their products in order to get round the strict guidelines for television advertising.
- f) Advertising is such a huge topic these days that this essay will limit the meaning to online advertising only, because this is arguably where we now need new regulation.
- g) On average, a child under the age of five watches 12 000 adverts a year (Prentiss and Hotchner, 2011), so it is no surprise that the impact of this advertising is the focus of much debate.

**B Below are three introductions from three different essays. Rearrange the sentences to put them in the right order, going from general to particular.**

1) Analyse possible problems with the Euro.

- a) it was a hugely ambitious project, and given the recent debt crisis, many feel it has been a failure
- b) then its impact on governments
- c) and confine itself to the key countries of Germany, France and Greece
- d) to decide if this is the case, this essay will first look at the Euro in terms of its impact on individuals
- e) in January 2002, the Euro was finally introduced across Europe as the common currency of 12 member states

2) Discuss the position of women in contemporary society in relation to employment.

- a) and it is only in recent years that they have been making significant inroads into the job market
- b) first describing the range of employment women now take
- c) but the situation has definitely improved
- d) there is still a long way to go before they achieve complete equality with men
- e) hence this essay will analyse this improvement
- f) then examining their status within this employment
- g) women have traditionally been seen as mothers and home makers

3) Should there be a law to protect privacy in the UK? Discuss and refer to a case study.

- a) one only needs to think of the case of Princess Diana to understand this, and until now, there has been no privacy law to protect such people, or indeed any private individual, from press intrusion
- b) to prove this, the essay will end with a case study, the Douglas v. Hello! magazine court case.
- c) however, with the recent incorporation of the Human Rights Act into English law with Article 8 clearly stating a right to privacy, there is a feeling that this is changing
- d) the media in the UK is notorious for its scrutiny, some would say harassment, of public figures in pursuit of a good story
- e) this essay will argue that though on the surface, a privacy law is appealing, it is in fact a deeply flawed concept
- f) but also it would clash with, and perhaps even damage, the whole concept of freedom of speech
- g) not only is it difficult to define key terms essential to making a law workable

**C Match the four essays plans with the four organising statements to finish the introduction of the following essay;**

### Analyse problems with the Euro

In 2011, in the middle of the debt crisis, the German president, Angela Merkel stated, “The Euro is our common fate, and Europe is our common future”. If this is the case, then problems with the Euro reflect problems with Europe itself, and so have huge significance for the future of the continent. Hence now is a good time to examine possible weaknesses in the common currency, and judge their seriousness.....

<p><b>essay plan A</b> by country</p> <ul style="list-style-type: none"> <li>• Germany</li> <li>• France</li> <li>• Greece</li> </ul>	<p><b>essay plan B</b> by effect</p> <ul style="list-style-type: none"> <li>• On economy</li> <li>• On politics</li> </ul>	<p><b>essay plan C</b> by sector</p> <ul style="list-style-type: none"> <li>• Banking</li> <li>• Retail</li> <li>• Manufacturing</li> <li>• Service</li> </ul>	<p><b>essay plan D</b> by rejecting criticisms</p> <ul style="list-style-type: none"> <li>• Short term</li> <li>• External factors</li> <li>• No alternatives</li> </ul>
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#### Organising statement 1

One way to approach this subject is by looking at the effect of the Euro. The economic impact is obviously key, so it is useful to look at indicators such as growth, inflation and GDP to decide if the Euro has been beneficial. However, there have also been political consequences; hence the debate over whether the Euro has undermined the parliaments and legal systems of member states. By looking at both these areas, it is then possible to decide on how problematic the Euro is, if at all.

#### Organising statement 2

There have been many consequences resulting from the introduction of the Euro, so this essay will limit itself to an economic point of view, and look at its impact on key sectors, namely those of banking, retail, manufacturing and the service industries.

#### Organising statement 3

I would strongly argue that the problems with the Euro have been overstated. I will start by showing how apparent problems, for example with borrowing, are short term only. I will then demonstrate how various external factors, ranging from the sub prime crisis in America through to Chinese currency policies, are actually responsible for European economic problems, not the Euro. Finally, I will finish by showing that dropping the Euro is not feasible as there is no better alternative, meaning the problems of not having a common currency are worse than having one.

#### Organising statement 4

To do this, I will look at three countries, starting with Germany and arguing that here at least, there are no major problems. I will then turn to France and show how problems are limited to the banking sector and little else. Then I will end with the example of Greece and show how the Euro has actually made existing problems, political, social and economic, even worse.

### Answers

#### A

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|----------------------------|---|
| 1. Quotation               | c |
| 2. Statistic               | g |
| 3. General knowledge       | b |
| 4. Key words/reword title  | d |
| 5. Contemporary background | e |
| 6. Definition              | f |
| 7. Historical background   | a |

#### B

1. Analyse possible problems with the Euro.
  - e) In January 2002, the Euro was finally introduced across Europe as the common currency of 12 member states.
    - a) It was a hugely ambitious project, and given the recent debt crisis, many feel it has been a failure.
    - d) To decide if this is the case, this essay will first look at the Euro in terms of its impact on individuals,
      - b) then its impact on governments
      - c) and confine itself to the key countries of Germany, France and Greece.
2. Discuss the position of women in contemporary society in relation to employment.
  - g) Women have traditionally been seen as mothers and home makers
    - a) and it is only in recent years that they have been making significant inroads into the job market.
    - d) There is still a long way to go before they achieve complete equality with men
      - c) but the situation has definitely improved.
      - e) Hence this essay will analyse this improvement,
        - b) first describing the range of employment women now take,
        - f) then examining their status within this employment.
3. Should there be a law to protect privacy in the UK? Discuss and refer to a case study.
  - d) The media in the UK is notorious for its scrutiny, some would say harassment, of public figures in pursuit of a good story.
    - a) One only needs to think of the case of Princess Diana to understand this, and until now, there has been no privacy law to protect such people, or indeed any private individual, from press intrusion.
    - c) However, with the recent incorporation of the Human Rights Act into English law with Article 8 clearly stating a right to privacy, there is a feeling that this is changing.
    - e) This essay will argue that though on the surface, a privacy law is appealing, it is in fact a deeply flawed concept.
      - g) Not only is it difficult to define key terms essential to making a law workable,
      - f) but also it would clash with, and perhaps even damage, the whole concept of freedom of speech.
    - b) To prove this, the essay will end with a case study, the Douglas v. Hello! magazine court case.

#### C

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|--------------|---|------------------------|
| Essay plan A | - | organising statement 4 |
| Essay plan B | - | organising statement 1 |
| Essay plan C | - | organising statement 2 |
| Essay plan D | - | organising statement 3 |