

# AP<sup>®</sup> ENGLISH LANGUAGE AND COMPOSITION

## 2010 SCORING GUIDELINES (Form B)

### Question 3

The score should reflect a judgment of the essay's quality as a whole. Remember that 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 lapses 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 a score of 8 and, in addition, are especially sophisticated in their argument, thorough in their development or particularly impressive in their control of language.

#### 8 Effective

Essays earning a score of 8 **effectively** develop a position on the establishment of an annual Buy Nothing Day. The evidence and explanations used are appropriate and convincing. 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 a score of 6 but provide a more complete explanation, more thorough development or a more mature prose style.

#### 6 Adequate

Essays earning a score of 6 **adequately** develop a position on the establishment of an annual Buy Nothing Day. The evidence and explanations used are appropriate and sufficient. The writing may contain lapses in diction or syntax, but generally the prose is clear.

- 5 Essays earning a score of 5 develop a position on the establishment of an annual Buy Nothing Day. The evidence or explanations used may be uneven, inconsistent or limited. The writing may contain lapses in diction or syntax, but it usually conveys the student's ideas.

#### 4 Inadequate

Essays earning a score of 4 **inadequately** develop a position on the establishment of an annual Buy Nothing Day. The evidence or explanations used may be inappropriate, insufficient or less convincing. The prose generally conveys the student's ideas but may be less consistent in controlling the elements of effective writing.

- 3 Essays earning a score of 3 meet the criteria for a score of 4 but demonstrate less success in developing a position on the establishment of an annual Buy Nothing Day. The essays may show less maturity in control of writing.

**AP<sup>®</sup> ENGLISH LANGUAGE AND COMPOSITION  
2010 SCORING GUIDELINES (Form B)**

**Question 3 (continued)**

**2 Little Success**

Essays earning a score of 2 demonstrate **little success** in developing a position on the establishment of an annual Buy Nothing Day. These essays may misunderstand the prompt or substitute a simpler task by responding to the prompt tangentially with unrelated, inaccurate or inappropriate explanation. The prose often demonstrates consistent weaknesses in writing, such as grammatical problems, a lack of development or organization, or a lack of control.

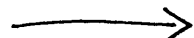
- 1** Essays earning a score of 1 meet the criteria for a score of 2 but are undeveloped, especially simplistic in their explanation and argument or weak in their control of language.
- 0** Indicates an on-topic response that receives no credit, such as one that merely repeats the prompt.
- Indicates a blank response or one that is completely off topic.

"Buy Nothing Day", like the internationally-recognized Earth Day, ~~proposes~~ is intended to solve ~~the~~ and reverse <sup>one of</sup> the world's growing issues. Buy Nothing Day proposes environmental protection and ethical implications of overconsumption. ~~It is~~ It is ~~a~~ a powerful and highly recommended holiday that not only ~~conserves~~ conserves ~~resources~~ an abundant amount of resources, but also ~~preaches~~ preaches a healthier, more sustainable lifestyle.

Being a teenager in this privileged society has its perks. Clothes, electronics, <sup>and</sup> fancy gadgets are pretty much an expected part of our lifestyle. We often think only of selfish reasons to buy something new; but, compared to developing nations, the US consumes about many ~~times~~ times more on an average day than the residents in a third-world country consume in a lifetime. ~~Developed~~ Developed nations use about 80% of the world's resources. Buy Nothing Day, if successfully employed, will save millions of watts of electricity used to produce consumer goods and conserve numerous barrels of the precious oil that ~~our~~ fuel our economy. ~~It is~~ An international ~~idea~~ like Earth Hour (where all lights are turned off for one hour) ~~reduces~~ reduces our carbon emission by tons; ~~and~~ Buy Nothing Day will save even more energy and reduce

the amount of waste worldwide. Our consumerist society often neglect or forget the resources ~~that~~ that we need to continue our lavish lifestyle; the ecological footprint of <sup>the</sup> developed world is growing by the minute, and yet we still drive our gas-powered cars to ~~our~~ malls to try to satisfy our needs. Buy Nothing Day proposes a second-thought to our consumer behavior; "do I really need it?" The environment ~~being exploited and~~ suffers from ~~over-exploitation~~ being over-exploited and rapid degradation, and ~~the~~ ~~more~~ Buy Nothing Day, ~~to~~ ~~the~~ ~~public~~ to like Earth Day, urges the public to ~~do~~ protect our planet by conserving resources and reducing ~~waste~~ commercial waste and avoid the tragedy of the commons where <sup>and widely</sup> ~~a~~ undesirable outcome results from selfish behavior.

Buy Nothing Day also encourages ~~an~~ an ethical understanding of our ~~in~~ <sup>the</sup> consumerist lifestyle. The ~~fact that we see~~ financial consequences of excess ~~consumption~~ consumption is unbearable for our society; the recent economic recession proves to be a disaster for many families. During the recession, the consumerist lifestyle ~~could not~~ ~~be~~ ~~an~~ ~~example~~ became unsustainable as ~~the~~ markets crashed and ~~went~~ employees are laid off. We teach children many moral principles, but what we often neglect is the ethics of consumption. ~~that~~



3

Write in the box the number of the question you are answering on this page as it is designated in the exam.

3A  
(3 of 3)

~~Answer the~~

Developed nations ~~own use resources that~~ consume extravagantly, and the ~~the~~ resources we deplete for our pleasure is rare ~~to~~ and sought-after in third world countries. Buy Nothing Day builds ethical consumption behavior for young ~~in~~ children as well as adults, and the money and resources saved on this day could go to a better cause such as promoting ~~energy~~ global equality. ~~in~~

Internationally recognized holidays like Earth Day prove to be successful in protecting our environment. The "Buy Nothing Day" cause ~~the~~ should be widely supported due to the tangible amount of energy and resources saved on this particular day, and the healthy lifestyle that it promotes in this excessively ~~the~~ consumerist society. With the establishment of Buy Nothing Day, our environment ~~and~~ will benefit tremendously. #

3

Write in the box the number of the question you are answering on this page as it is designated in the exam.

3B  
(1 of 3)

In a world where ~~consumerism~~ consumerism and consumption reign supreme, it is important for us to, from time to time, take a step back and see how the never-ending consumerist lifestyle influences our society. The "Buy Nothing Day" can be such a time, where we can reflect on our society's addiction to buying. However, we cannot simply institute a national Buy Nothing Day without careful consideration.

While it is true that a Buy Nothing Day should influence our thinking about consumerism, we cannot guarantee that it will. First, it is unlikely that people would be forced from not buying, and many, especially those who are the most afflicted by consumerism, will continue to do so nevertheless. In order to have an effective Buy Nothing Day, we must make these people understand what the message is and help them see how consumerism affects them.

There is also an argument that even if we refrain from buying, we will inevitably consume. Without buying things on that specific day, we are still capable of shamelessly driving to work instead of taking public transportation, we can still pass up water for an ice cold soft drink.

→

We cannot assume that a Buy Nothing Day will, in any significant way, affect our pattern of overconsumption.

Finally, Adbusters states that a Buy Nothing Day will "expose the environmental and ethical consequences of overconsumption." While this might be the goal, it is unclear how this end is brought about. Simply encouraging people not to buy any goods will not succeed in this exposure, but, at the most, will result in personal reflection. In order to truly "expose the... consequences" we would have to ~~inform~~ inform the public of the facts of consumerism and consumption in respect to the environment and other areas of interest. We would have to show the public the effects and not assume that refusing to buy anything for one day will make them understand the global effects of a consumerist society.

~~In conclusion, the only way to ensure an~~  
In conclusion, a Buy Nothing Day could be beneficial to a society ~~and~~ and should be ~~established~~ established, but can only be truly effective if those in charge focus heavily on how to get the message to everyone, how to make everyone see the flaws of our  
→

3

Write in the box the number of the question you are answering on this page as it is designated in the exam.

3B  
(3 of 3)

current way of life and if we commit to listening, paying attention, grasping the message #

3

Write in the box the number of the question you are answering on this page as it is designated in the exam.

3C  
(1 of 3)

"Money! Money! Money!" "I MUST have this and that, it is NOT enough!" when most people hear the word "Money", they think of the the newest and quickest way to spend there money, not save it. ~~By~~ Buy Nothing Day was organized in Canada to make people aware of excessive consumerism. Though the idea ~~wo~~ is great, ~~a~~ I believe it would not help much; it would just double the money the next day that ~~to~~ could not be allowed to be used the day before. Honestly, ~~By~~ Buy Nothing Day, would not be happily promoted in the United States.

As Americans, we do what we feel, and we do what we want. it is our individualistic spirit and probably the most thriving characteristic. If were are ~~adv~~ individuals, we would like to spend ~~are~~ our money carelessly— anyway, anyhow, and where ever. A Buy Nothing Day would be unsuccessful and just cause great debate and an ~~a~~ uproar if the government wanted to impose that day upon us.

lets sciy A Buy Nothing Day was attempted in the United States, it would more likely be ~~a~~ boycotted against and the U.S. does indeed have a history of boycotting. For instance, during the Progressive Era,



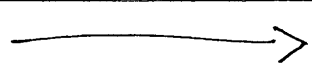
Write in the box the number of the question you are answering on this page as it is designated in the exam.

3

30  
(2 of 3)

prohibition was boycotted. Instead of people not drinking, they Americans drank more if not doubled the amount they were drinking when it was allowed. So, like the prohibition, I ~~believe~~ believe Buy Nothing Day would increase spending either day before or after, resulting in more ~~spend~~ consumerism than ~~a normal day~~ ~~a normal non-Buy Nothing day, the way~~ a normal non-Buy Nothing Day, contradicting the original purpose of Buy Nothing Day.

Like Christmas and Thanksgiving, the days before ~~get~~ becoming extremely crazy—more accidents! People would be in a rush to get to the store before it closes realizing a ~~day~~ later its a holiday. Buy Nothing Day could possibly have the same consequences just not as greatly. As Americans we are used to 24 hour stores so imagining a store closing for a day is horror to someone. ~~Not~~ Buy Nothing Day may have been successful in Canada because of its European environment which ~~is~~ the U.S. does not possess in great amounts due to their individualistic characteristic. In European countries, the people would follow through on Buy Nothing Day because they ~~would be used to~~ are already used to stores being closed on Sundays.



3

Write in the box the number of the question you are answering on this page as it is designated in the exam.

3C  
(3 of 3)

money makes America proud and spending their riches makes them even more happy.

Consumerism may be an issue but a Buy Nothing Day would just increase consumerism, making its point completely worthless.

#

**AP<sup>®</sup> ENGLISH LANGUAGE AND COMPOSITION**  
**2010 SCORING COMMENTARY (Form B)**

**Question 3**

**Sample: 3A**

**Score: 8**

This essay effectively develops a position on the establishment of an annual Buy Nothing Day, beginning with a clear and specific statement of intent in the first paragraph: “It is a powerful and highly recommended holiday that not only conserves an abundant amount of resources, but also preaches a healthier, more sustainable lifestyle.” The two following paragraphs focus first on evidence concerning the global effects of “[o]ur consumerist society” and next on “an ethical understanding of the consumerist lifestyle.” The explanations are appropriate and convincing. For example, in the second paragraph the response explains that “the US consumes above many times more on an average day than the residents in a third-world country consume in a lifetime,” and the next paragraph states: “We teach children many moral principles, but what we often neglect is the ethics of consumption.” Concluding with the importance of the benefits of establishing such a day — “the tangible amount of energy and resources saved” and “the healthy lifestyle that it promotes” — the essay convincingly argues for the establishment of a Buy Nothing Day. Although the essay is not flawless, the examples are thorough, well developed and well organized, and the prose demonstrates a consistent ability to control all elements of effective writing.

**Sample: 3B**

**Score: 6**

This response adequately develops a position on the establishment of an annual Buy Nothing Day. The student’s intent is presented in the first paragraph: “we cannot simply institute a national Buy Nothing Day without careful consideration.” However, the second paragraph, quite generally focused on “our thinking,” is not as strong as the remainder of the essay but does lead to the continuing development of the essay. The third paragraph focuses on inescapable aspects of a Buy Nothing Day: “even if we refrain from buying, we will inevitably consume.” The fourth paragraph concentrates on the necessity of educating the public: “In order to truly ‘expose the . . . consequences’ we would have to inform the public of the facts of consumerism.” The conclusion emphasizes the importance of public understanding of the benefits: “focus heavily on how to get the message to everyone.” The evidence and explanations are appropriate and sufficient, and the prose is clear.

**Sample: 3C**

**Score: 4**

This essay inadequately develops a position on the establishment of an annual Buy Nothing Day. The response does offer a position (“Buy Nothing Day would not be happily promoted in the United States”), but the evidence presented in support of this position is less convincing: “Like Christmas and Thanksgiving, the days before becoming extremely crazy — more accidents!” and “Buy Nothing Day may have been successful in Canada because of its European environment [*sic*] which the U.S. does not possess in great amounts due to their individualistic characteristic.” The prose generally conveys the student’s ideas but is less consistent in controlling the elements of effective writing.