

CUNY Assessment Test in Writing (CAT-W)

Homework B: “Hype”

- Read **all** parts of this practice test booklet including the **Writing Directions** on the front cover and inside. Pay attention to the instructions at the top of each page, too.
- Read the **Reading Passage** on the next page and write your essay as instructed in the Writing Directions below it. Use the Outline you did in class today to help you write your response essay.
- Take no more than **90 minutes**; *time yourself*.
- At the next workshop class, please **hand it in** to your facilitator/s. Your facilitator/s will use make comments to help you focus on areas in your writing that you can improve upon.
- Use the outline you worked on in class to help you write the essay. If you didn't finish it during the session then continue working on it before you write the essay.

Last Name _____ First Name _____

Workshop #: _____ Date _____

This is a test of your writing skills. You will have **90 minutes** to read a brief passage and prepare a multi-paragraph writing sample in response to the reading. Your response must be written only on the paper in your test booklet. Before you begin writing your response, read the writing directions carefully to understand exactly what you are being asked to do. If you finish writing before time is up, you may review your work. Use your time efficiently.

Your response should be as well written as possible. Your writing will be evaluated on the following criteria: your ability to demonstrate understanding of the reading passage, to address all parts of the writing directions, to organize and develop your ideas, and to use correct English sentence structure and the grammatical conventions of edited American English.

In your test booklet, pages 3 and 4 are to be used to organize your writing. These pages will not be evaluated. Your writing sample score will be based only on the writing provided on pages 5 through 8. To ensure that you have enough room to finish, do not skip lines. Corrections or additions may be made neatly between the lines of your response, but do not write in the margins of the test booklet. Write clearly, as illegible writing cannot be scored.

You may use a dictionary during the test.

Signature

Assignment

Begin by reading the passage below

Hype

Advertisements are the most prevalent and toxic of the mental pollutants. From the moment your alarm sounds in the morning to the wee hours of late-night TV, commercial pollution floods your brain at the rate of about three thousand marketing messages per day. Every day an estimated 12 billion display ads, 3 million radio commercials, and more than 200,000 TV commercials are dumped into North America's collective unconscious. The increase in commercial advertising has happened so steadily and relentlessly that we haven't quite woken up to the absurdity of it all. No longer are ads confined to the usual places: buses, billboards, stadiums. Anywhere your eyes can possibly come to rest is now a place that, in corporate America's view, can and ought to be filled with a logo or product message.

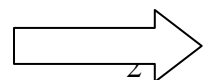
You fill your car with gas, and there's an ad on the nozzle. You wait for your bank machine to spit out money and an ad scrolls by the little window. You drive through the countryside and the view of the wheat fields is broken at intervals by enormous billboards. Your kids watch Pepsi and Snickers ads in the classroom. A company called VideoCarte installs interactive screens on supermarket carts so that you can see ads while you shop. (A company executive calls the little monitors "the most powerful micromarketing medium available today.") There is nowhere to run. No one is exempt and no one will be spared. In the silent moments of my life I often used to hear Beethoven's Ninth Symphony play in my head. Now I hear that kid singing the Oscar Meyer wiener song.

Excerpted from Kalle Lasn. "Hype," Signs of Life in the USA: Readings on Popular Culture for Writers, 4th ed. (Sonia Maasik & Jack Solomon, eds.) Boston: Bedford/ St.Martin's, 2003. 217-220

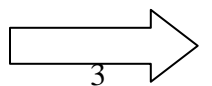
Writing Directions

Read the passage above and write an essay responding to the ideas it presents. In your essay, be sure to summarize the passage in your own words, stating the author's most important ideas. Develop your essay by identifying one idea in the passage that you feel is especially significant, and explain its significance. Support your claims with evidence or examples drawn from what you have read, learned in school, and/or personally experienced.

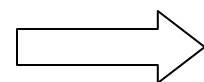
Remember to review your essay and make any changes or corrections that will help your reader follow your thinking. You will have 90 minutes to complete your essay.



Use pages 3 & 4 for organizing what you plan to Write



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Continue Your Essay Writing Sample on this Page

