

ELA.09.SR.2.06.099 C2 T6

Sample Item ID:	ELA.09.SR.2.06.099
Grade/Model:	9/1e
Claim:	2: Students can produce effective and well-grounded writing for a range of purpose and audiences.
Assessment Target(s):	6: WRITE/REVISE BRIEF TEXTS: Apply a variety of strategies when writing or revising one or more paragraphs of text that express arguments about topics or sources: establishing and supporting a precise claim, organizing and citing supporting evidence and counter claims using credible sources, providing appropriate transitional strategies for coherence, appropriate vocabulary, or providing a conclusion (e.g., articulating implications or stating significance of the problem) appropriate to purpose and audience.
Secondary Target(s):	n/a
Standard(s):	W-1a, W-1b, W-1c, W-1d, and/or W-1e
DOK:	2
Difficulty:	E
Item Type:	Selected Response
Score Points:	1
Key:	D
Stimulus/Passage(s):	Advertising
Stimuli/Text Complexity:	n/a (writing stimulus)
Acknowledgement(s):	Freelancer
Item/Task Notes:	
How this task contributes to the sufficient evidence for this claim:	To complete this task, students must determine the most appropriate conclusion for an argumentative paragraph.
Target-Specific Attributes (e.g., accessibility issues):	

Stimulus Text:

Read the following passage and then answer the question.

One reason that all schools should teach students about how advertising works is that advertisers understand us better than we understand ourselves. Not all people study psychology, but you can bet that advertisers use the insights of modern psychology to make us want their products. Psychological research shows that humans get more happiness from relationships than from things. Therefore, a large number of ads

deliberately confuse products with people or relationships in order to suggest that buying that product will bring us the positive feelings that good relationships offer. For example, one car ad in a magazine showed a happy and attractive young couple hugging next to a new car. The ad said “The best relationships are lasting ones,” which was clearly intended to refer to the car’s reputation for reliability as well as to the happy couple. Another ad for health insurance showed a grandfather playing with his grandkids, with the words “Life’s precious gift.”

Item Stem:

Which of the following is the best conclusion for this paragraph?

Options:

- A. Clearly the ad was trying to convince readers that only people with health insurance would be well enough to play with their grandkids.
- B. All ads are designed to take advantage of consumers by showing us our deepest desires and greatest fears.
- C. Most consumers are smart enough not to be taken advantage of by advertising schemes.
- D. Consumers who understand the way advertising works are less likely to fall for the psychological tricks of advertisers.

Distractor Analysis:

- A. This option discusses the ad in the previous sentence but is not a conclusion for the paragraph.
- B. This option does not logically follow the ideas presented in the paragraph.
- C. This option does not logically follow the ideas presented in the paragraph.
- D. KEY