**Directions: You will have 45 minutes to plan and write an essay on the topic assigned below. Before you begin writing, read the passage carefully and plan what you will say. Your essay should be as well organized and as carefully written as you can make it.**

“Advertisers frequently use the testimony of a celebrity to support a claim: a football star touts a deodorant soap, an actress starts every day with Brand A coffee, a tennis pro gets stamina from Brand X cereal, a talk-show host drives a certain kind of car. The audience is expected to transfer approval of the celebrity to approval of the product. This kind of marketing is misleading and insults the intelligence of the audience. Am I going to buy the newest SUV because an attractive talk-show host gets paid to pretend he drives one? I don’t think so. We should boycott this kind of advertising and legislate rules and guidelines for advertisers.”

—Sue Jozui

**Explain the argument that Jozui makes and discuss the ways in which you agree or disagree with her analysis and conclusion. Support your position by providing reasons and examples from your own experience, observations, or reading.**