

PURPOSE

To give teachers an example of a “3” level of achievement on a ThinkCERCA assignment.

TEXT

How Regulation Really Does Change Eating Behavior

CERCA QUESTION

Are the benefits of government regulation of unhealthy food worth the price individuals and companies pay in terms of freedom of choice and freedom of speech?

EXAMPLE STUDENT ESSAY

Advertisements and marketing schemes make people make bad decisions. Cartoons tell kids to eat bad food, celebrities tell adults to eat bad food, and there are even toys in some fast food meals for kids. Everything is aimed at making people eat more food that is bad for them. With all of this advertising, no wonder so many people are obese. Which is really bad for people and costs society a lot of money each year.

First of all, it's just like cigarettes. There have to be regulations to make people stop using them. Just telling people that smoking is bad for them doesn't make them stop smoking. But making it harder to buy them, putting an age limit on them, taxing them, and banning them in certain places makes it easier for people not to smoke. Regulations for unhealthy food works the same way. Ban junk food in certain places, tax it, make it so you can't advertise it to kids, and people will stop buying it.

Also, regulation works. If people are only presented with healthy options, or healthy options are the easiest, they will eat healthy. Food companies have the right, because of the First Amendment, to advertise junk food to kids, though, so regulations have to be different from that.

Your introduction is a place to summarize the text and state your claim. Your claim should clearly state if the benefits are worth the price.

This is not a complete sentence.

Transitions are an effective way of letting your reader know what is coming next in your essay.

What is? Be more specific.

Though we often say this, in an essay, a phrase such as “it’s not surprising,” or “easily explains why” is better.

A statement like this can be a powerful reason for your claim, but it needs to be supported with evidence from the reading. Otherwise, it is just opinion.

This seems to be the same idea as the last paragraph. Each paragraph should be another reason for your claim, supported by evidence from the text.

Though “healthy” is often used this way, it should be “healthfully.”

This sentence doesn't seem to belong here.

CERCA Set: Government and Health

Worked Example, 10

These sentences are very repetitious. They can be combined into a compound sentence or reworded to be more original.

Some cities have laws that require menus in fast food places to show the nutrition of the food. Some cities don't allow toys in kid's meals at fast food places. Some cities tax sodas. Some cities put caps on sodas. Not everyone pays attention to things like labels, but some people do. It at least makes some people think about what they are eating. And kids always choose the meals with the toys.

This isn't worded to convey the correct meaning. They put "caps" (meaning "limits") on the SIZE of sodas, so that large sizes aren't sold.

Explain what you mean here. Cite the evidence in the text for support.

There are a lot of other ways to regulate food, too. It could be regulated similar to alcohol. There could be fewer fast food places, food could only be sold in food stores rather than everywhere, junk food and sodas could be put on shelves where they are harder to see, portions could be made smaller, and you could get rid of drive-throughs. All of these ways could help regulate the sale of unhealthy food, which would be a very good thing.

These are all great ideas, but they don't necessarily support your claim that government regulations SHOULD be in place and ARE worth the loss of rights.

This states your opinion, but it doesn't state your claim about the CERCA question. The conclusion should contain a clear, strong restatement of your claim, which should answer the CERCA question directly.