

Name: \_\_\_\_\_ Class: \_\_\_\_\_ Date: \_\_\_\_\_

**Great Writing 3: From Great Paragraphs to Great Essays    Unit 4: Classification Essays: Moving from Paragraph to Essay**

**INSTRUCTIONS: Determine if the following topics would be appropriate for a classification essay. Write “Y” for yes or “N” for no.**

- \_\_\_\_\_ 1. cooking traditions in France
- \_\_\_\_\_ 2. how volcanoes work
- \_\_\_\_\_ 3. categories of sports
- \_\_\_\_\_ 4. different kinds of service animals
- \_\_\_\_\_ 5. types of social media users

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**INSTRUCTIONS: Read the essay and answer the questions that follow.****Advertising Before the Internet**

People log into their social media account or simply go online and what do they see? They are hit with a visual mess of advertisements—ads for items ranging from furniture and clothing to vacations and tax services. This is the modern face of advertising, but what did companies do before the digital age, that is, before the Internet? Where did they place ads for their products and services? Before the Internet, there were three main forms of advertising: direct, print, and broadcast advertising, all of which are still widely used today.

The oldest form of advertising is the direct ad. Direct ads go as far back as the ancient Egyptians, who put ads on pieces of stone! The use of direct ads became even more commonplace when modern postal services were created. Companies sent ads through the mail, hoping that customers would either come into their stores to make purchases or order products through the mail. This is still an important way for companies to communicate with prospective buyers. Some companies also use the phone to deliver their direct ads. This type of ad is called direct advertising because one ad goes directly to one potential customer. For this reason, it is not a very efficient choice. However, it can be effective at getting customers to buy a product.

Another major form of advertising is print advertising, which are ads that appear in print form. These include ads on signs, but they mostly involve ads in newspapers and magazines. Many companies choose to advertise in newspapers because the process is quick and not very expensive. They can place their ad one day and see it in the newspaper the next. Unlike direct ads, print ads reach a wide range of prospective buyers all at one time. One problem with newspapers, however, is that the number of readers has fallen in recent years because so many people now get their news online. Advertising in magazines is more complicated than advertising in newspapers. Most magazines come out only once a month, so companies need to plan ahead for this type of ad. Magazine ads are also more expensive than those in newspapers. However, one benefit of magazines is that companies can advertise to specific groups of readers, such as young women or people who play golf, depending on the type of readers a certain magazine attracts. For this reason, magazine advertising can be very efficient. For many companies and many products, print ads can be a smart choice.

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Finally, broadcast advertising had its birth with the invention of new technology in the twentieth century. Broadcast ads, or “commercials” as they are more commonly referred to, are ads that appear on radio and television. In the early twentieth century, huge numbers of people listened to the radio, and companies soon began advertising alongside radio programs. Then in the second half of the century, as television became the main form of entertainment, TV ads became increasingly popular. Broadcast advertising reaches a massive audience. A commercial during a popular football game, for example, can reach more than 100 million people. Similar to magazine advertising, companies can also choose to advertise to specific audiences by placing a commercial during a program that is popular with specific groups, such as teenagers, young parents, or the elderly. Broadcast advertising is expensive compared to other types of advertising, but it is a very powerful and effective way to advertise a business.

Although our world is becoming increasingly digital, many companies still rely heavily on the non-digital forms of direct, print, and broadcast advertising. These forms of advertising have a long history and continue to be used by companies both big and small. While it is possible that all ads in the future will be delivered digitally, for now, direct, print, and broadcast ads are still valuable and widely used business tools.

6. What is the purpose of the essay? Write it here. \_\_\_\_\_  
\_\_\_\_\_
7. What is the hook? Write it here. \_\_\_\_\_  
\_\_\_\_\_
8. What is the connecting information between the hook and the thesis statement? Write it here.  
\_\_\_\_\_  
\_\_\_\_\_
9. What is the thesis statement? Write it here. \_\_\_\_\_  
\_\_\_\_\_
10. What points of development are given in the thesis statement? Write them here.  
\_\_\_\_\_

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11. What is the topic sentence in the first body paragraph? Write it here.

\_\_\_\_\_

12. What is the concluding statement? Write it here.

\_\_\_\_\_

**GRAMMAR: Subject Adjective Clauses****INSTRUCTIONS: Combine the sentences, making the second sentence an adjective clause. Punctuate as needed.**

13. Some people never respond to ads. These ads appear on social media.

\_\_\_\_\_

14. The first emoji appeared in 1999. An emoji is a small digital image used in texts.

\_\_\_\_\_

15. Many people have a background in art or graphic design. They work in advertising.

\_\_\_\_\_

16. Ads appear in monthly magazines. These are less expensive than televisions commercials.

\_\_\_\_\_

17. Digital ads are the most recent category. These ads appear on mobile devices.

\_\_\_\_\_

**INSTRUCTIONS: Complete each sentence with the best word in parentheses.**

18. This is a complicated process, so it is important not to \_\_\_\_\_ (skip / rehearse) any steps.

19. Employees appreciate companies that allow them to have a(n) \_\_\_\_\_ (unique / flexible) schedule, for example, working ten hours for four days instead of eight hours for five days.

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20. It is always better to \_\_\_\_\_ (face / classify) problems and try to solve them than to avoid them.
21. New technology offers methods for identifying \_\_\_\_\_ (prospective / crucial) customers for specific products.
22. Many people do not \_\_\_\_\_ (negotiate / react) well to bad news if they are tired or stressed.

**INSTRUCTIONS: Match the word to the correct definition.**

- a. basis
- b. factor
- c. potential
- d. range from
- e. rehearse
- f. solo
- g. unique
- h. visual

- \_\_\_\_\_ 23. to extend from; to cover
- \_\_\_\_\_ 24. to practice, prepare for a performance
- \_\_\_\_\_ 25. one of a kind
- \_\_\_\_\_ 26. able to be seen
- \_\_\_\_\_ 27. the main reason for something
- \_\_\_\_\_ 28. by oneself, alone
- \_\_\_\_\_ 29. a fact to be considered; a cause
- \_\_\_\_\_ 30. possible

**INSTRUCTIONS: Choose the correct word form to complete each sentence.**

- \_\_\_\_\_ 31. Universities \_\_\_\_\_ their applicants by age, gender, and high school academic record.
- a. classification (n)
  - b. classify (v)
  - c. classified (adj)

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- \_\_\_\_\_ 32. The report shows a clear \_\_\_\_\_ difference between people born before 1980 and those born after that year.
- generation (n)
  - generate (v)
  - generational (adj)
  - generationally (adv)
- \_\_\_\_\_ 33. Good managers try to meet with each of their employees \_\_\_\_\_ in order to offer any help and support they may need.
- personality (n)
  - personalize (v)
  - personal (adj)
  - personally (adv)
- \_\_\_\_\_ 34. The company guarantees all of their products and will provide a \_\_\_\_\_ for any product that breaks in the first year.
- replacement (n)
  - replace (v)
  - replaceable (adj)

**INSTRUCTIONS: Unscramble the words and phrases to write a sentence. Use correct capitalization and punctuation.**

35. that they get / many people / in the mail / advertisements / throw away

\_\_\_\_\_

36. be sure to / you choose, / whichever major / see an advisor

\_\_\_\_\_

37. several generations / in many parts / the same household / of the world / live in

\_\_\_\_\_

38. is often / to look for / a new job / in the decision / a crucial factor / a higher salary

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**INSTRUCTIONS:** Read each sentence. Identify the location of the (underlined) error(s). If there is no error, choose “no error.”

- \_\_\_\_\_ 39. The bride’s (a) mother who was born in Poland, (b) speaks English (c) with an accent.
- a. a
  - b. b
  - c. c
  - d. no error
- \_\_\_\_\_ 40. (a) There is many (b) people who find this documentary on fish (c) very entertainment.
- a. a
  - b. b
  - c. c
  - d. no error
- \_\_\_\_\_ 41. The (a) manager which designed this online ad (b) has more than (c) ten years of experience.
- a. a
  - b. b
  - c. c
  - d. no error
- \_\_\_\_\_ 42. At restaurants, customers often choose (a) dishes that are (b) a little less expensive (c) than the most expensive dish on the menu.
- a. a
  - b. b
  - c. c
  - d. no error
- \_\_\_\_\_ 43. (a) One of the most important factors to consider (b) are (c) the impacts on the environment.
- a. a
  - b. b
  - c. c
  - d. no error

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44. **INSTRUCTIONS:** Write a classification essay. Choose from the following topics: types of families, types of apps, or types of weekend activities. Use the five-paragraph essay format. Make sure your thesis statement gives a clear idea of how the essay will be developed. Your conclusion should give your reader something to think about. Use at least two of the vocabulary words or phrases from Unit 4. Write at least 200 words.

[illegible]



**Great Writing 3: From Great Paragraphs to Great Essays    Unit 4: Classification Essays: Moving from Paragraph to Essay**  
**Answer Section**

- |           |        |             |               |
|-----------|--------|-------------|---------------|
| 1. ANS: Y | PTS: 2 | REF: Unit 4 | TOP: Elements |
| 2. ANS: N | PTS: 2 | REF: Unit 4 | TOP: Elements |
| 3. ANS: Y | PTS: 2 | REF: Unit 4 | TOP: Elements |
| 4. ANS: Y | PTS: 2 | REF: Unit 4 | TOP: Elements |
| 5. ANS: Y | PTS: 2 | REF: Unit 4 | TOP: Elements |

6. ANS:

Answers will vary. Suggested answer: to classify types of pre-Internet ads by method of delivery

PTS: 2                      REF: Unit 4                      TOP: Elements

7. ANS:

People log into their social media account or simply go online and what do they see? They are hit with a visual mess of advertisements—ads for items ranging from furniture and clothing to vacations and tax services.

PTS: 2                      REF: Unit 4                      TOP: Elements

8. ANS:

This is the modern face of advertising, but what did companies do before the digital age, that is, before the Internet? Where did they place ads for their products and services?

PTS: 2                      REF: Unit 4                      TOP: Elements

9. ANS:

Before the Internet, there were three main forms of advertising: direct, print, and broadcast advertising, all of which are still widely used today.

PTS: 2                      REF: Unit 4                      TOP: Elements

10. ANS:

direct advertising, print advertising, and broadcast advertising

PTS: 2                      REF: Unit 4                      TOP: Elements

11. ANS:

The oldest form of advertising is the direct ad.

PTS: 2                      REF: Unit 4                      TOP: Elements

12. ANS:

While it is possible that all ads in the future will be delivered digitally, for now, direct, print, and broadcast ads are still valuable and widely used business tools.

PTS: 2                      REF: Unit 4                      TOP: Elements

13. ANS:  
Some people never respond to ads that appear on social media.
- PTS: 1 REF: Unit 4 TOP: Grammar
14. ANS:  
The first emoji, which is a small digital image used in texts, appeared in 1999.
- PTS: 1 REF: Unit 4 TOP: Grammar
15. ANS:  
Many people who work in advertising have a background in art or graphic design.
- PTS: 1 REF: Unit 4 TOP: Grammar
16. ANS:  
Ads that appear in monthly magazines are less expensive than television commercials.
- PTS: 1 REF: Unit 4 TOP: Grammar
17. ANS:  
Digital ads that appear on mobile devices are the most recent category.
- PTS: 1 REF: Unit 4 TOP: Grammar
18. ANS: skip
- PTS: 1 REF: Unit 4 TOP: Vocabulary MSC: AW
19. ANS: flexible
- PTS: 1 REF: Unit 4 TOP: Vocabulary MSC: AW
20. ANS: face
- PTS: 1 REF: Unit 4 TOP: Vocabulary
21. ANS: prospective
- PTS: 1 REF: Unit 4 TOP: Vocabulary MSC: AW
22. ANS: react
- PTS: 1 REF: Unit 4 TOP: Vocabulary MSC: AW
23. ANS: D  
PTS: 1 REF: Unit 4 TOP: Vocabulary  
MSC: AW
24. ANS: E PTS: 1 REF: Unit 4 TOP: Vocabulary
25. ANS: G PTS: 1 REF: Unit 4 TOP: Vocabulary  
MSC: AW
26. ANS: H PTS: 1 REF: Unit 4 TOP: Vocabulary  
MSC: AW
27. ANS: A PTS: 1 REF: Unit 4 TOP: Vocabulary
28. ANS: F PTS: 1 REF: Unit 4 TOP: Vocabulary

29. ANS: B                      PTS: 1                      REF: Unit 4                      TOP: Vocabulary  
 MSC: A W
30. ANS: C                      PTS: 1                      REF: Unit 4                      TOP: Vocabulary  
 MSC: A W
31. ANS: B                      PTS: 1                      REF: Unit 4                      TOP: Vocabulary  
 MSC: A W
32. ANS: C                      PTS: 1                      REF: Unit 4                      TOP: Vocabulary  
 MSC: A W
33. ANS: D                      PTS: 1                      REF: Unit 4                      TOP: Vocabulary
34. ANS: A                      PTS: 1                      REF: Unit 4                      TOP: Vocabulary  
 MSC: A W

35. ANS:  
 Many people throw away advertisements that they get in the mail.

PTS: 1                      REF: Unit 4                      TOP: Sentences

36. ANS:  
 Whichever major you choose, be sure to see an advisor.

PTS: 1                      REF: Unit 4                      TOP: Sentences

37. ANS:  
 In many parts of the world, several generations live in the same household., Several generations live in the same household in many parts of the world.

PTS: 1                      REF: Unit 4                      TOP: Sentences

38. ANS:  
 A higher salary is often a crucial factor in the decision to look for a new job., In the decision to look for a new job, a higher salary is often a crucial factor.

PTS: 1                      REF: Unit 4                      TOP: Sentences

39. ANS: A                      PTS: 1                      REF: Unit 4                      TOP: Sentences
40. ANS: A, C                      PTS: 1                      REF: Unit 4                      TOP: Sentences
41. ANS: A                      PTS: 1                      REF: Unit 4                      TOP: Sentences
42. ANS: D                      PTS: 1                      REF: Unit 4                      TOP: Sentences
43. ANS: B, C                      PTS: 1                      REF: Unit 4                      TOP: Sentences

44. ANS:  
 Answers will vary.

PTS: 20                      REF: Unit 4                      TOP: Writing