Sample Student Essays

**Going for the Look**

|  |
| --- |
| **On-Demand Writing Assignment**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. Explain Cohen’s argument and discuss the extent to which you agree or disagree with his analysis. Support your position, providing reasons and examples from your own experience, observations, or reading. Your essay should be as well-organized and carefully written as you can make it.“Retailers defend the approach to hiring based on image as necessary and smart, and industry experts see the point. ‘In today’s competitive retail environment, the methods have changed for capturing the consumer’s awareness of your brand,’ said Marshal Cohen, a senior industry analyst with the NPD Group, a market research firm. ‘Being able to find a brand enhancer, or what I call a walking billboard, is critical. It’s really important to create an environment that’s enticing to the community, particularly with the younger, fashionable market. A guy wants to go hang out in a store where he can see good-looking gals.’”Explain Cohen’s argument and discuss the extent to which you agree or disagree with his analysis. Support your position, providing reasons and examples from your own experience, observations, or reading. |

Sample A - student essay with a score of :

**Going for the Look**

Cohen’s argument expresses his oppions and his only the may not matter in the sites of other people. I don’t agree or disagree with his argument. I hold this position because of three reasons, for starters is the retailers choice who he or she wants to hire not his. And for there businesses to expand and to grow then they must hire whoever appeals to the consumer. Last his argument may or may not be true and tell complete truth, so I’m not going to base my facts or opions on him because sometimes you should keep them to your self.

As I Said before it is the retailers choice who they want to hire and if you must ensist on talking bad about these people then you must have problems with yourself maybe your jellous, just because your not in the positon to hire whoever you want doesn’t mean the people that do make those choices wheather they are right or wrong.

The retailers must hire the right personel to appeal to the consumer if that means only hireing whites, just blacks or purple, green, yellow it does not matter because that is what they have to do to sell there product.

My third and final reason is that I don’t really want to agree or disagree baed on the facts that he is giving me are more better things to worry about then I some stores have racial issues that is there business not yours.

To conclude Cohen argument expresses his own oppions that might be better kept to himself.

**Sample – B student essay with a score of :**

**Discrimination Vs Wealth**

One of the biggest problems causing separation in today’s society is discrimination based on looks. Our morality is constantly decreasing due to greed and selfishness. At one point in time we focused on the well being of every human being no matter their race, color or gender; looks meant nothing while love and friendships meant everything. On the contrary to Marshal Cohen’s statement that a “brand enhancer” or a “walking bill board” is critical, hiring people based on looks is not morally correct, and morality should be held above money and reputation.

Hiring by looks can cause numerous amounts of issues, both at the governmental level and the emotional level. As Olophius Perry stated in the article, Going for the Look but Risking Discrimination, “If you’re hiring by looks, then you can run into problems of race discrimination, national origin discrimination, gender discrimination, age discrimination, and even disability discrimination.”(Greenhouse 1). Our country specifically was founded on equality and equal opportunity for all. When businesses start hiring based on looks and/or gender, our country’s morals begin to slip slowly through Uncle Sam’s fingers. Discrimination of any sort may also cause a person great emotional damage. Perhaps a hard working, well-kept, person was turned away from a job because of his or her un-attractive face, that person could be so hurt that they commit suicide; while one person gets richer because of this life changing decision they made, another person’s sanity is lost. This type of discrimination is not worth the pain and suffering of one human being in return for fame and money.

Young men and women are used as sex symbols in today’s twisted society. Many companies will hire young attractive women based on their beauty with the intention of giving men something to look at as well as giving them an incentive to come into their store. As Marshal Cohen replied, “A guy wants to go hang out in a store where he can see good looking gals” (Greenhouse 3) shows that companies hire these girls only to bring in more profits by using them as an object, rather than a person, that men can drool over. What kind of messages are we sending to our future generations? Is it that girls must learn that they will not receive respect and that they need to weigh 110 pounds with big lips in order to be successful in life? Pressures are enormously overwhelming on today’s young adults to look “perfect” in society’s eyes. The pressures build up and eventually lead to up to unhealthy alternatives to being skinny, becoming “built”, or having the exact look being sought. While our society may look better if we allow companies to hire by looks, it is also increasingly becoming unhealthy.

In conclusion, hiring based on looks solely to raise profits is ethically and morally wrong. This idea will eventually bring our morality to an end. Health rates will drop and human sanity will continue to be taken away. In order to save our society and its morals, we should ban discrimination, or as some would call it hiring based on looks.

Sample C - student essay with a score of :

**Beauty = Money**

Marshall Cohen’s argument is basically that beautiful women sell, and I strongly agree. It’s true that guys want to hang out in places where there are beautiful women. It’s also true that these women represent an image and that if that image is pleasing to the eye then other women will want to emulate it.

Being a guy, I know the power women have over us as a gender; especially the good looking ones. The fact is that businesses know this and exploit it. Last year alone I must have spent a good 300 dollars because a cute girl would ask me to donate to the charity, or that I looked good in a pair of pants she wanted me to buy. Also, it’s how most guys decide on things. Take for instance if there were two restaurants that served similar food. We would almost always end up going to the one with the good looking waitresses. Guys are suckers for cute girls and will spend great amounts of time and money just to the around them. However, men aren’t nearly as bad as women.

When the average girl sees a super model or Britney Spears wearing Abercrombie and Fitch they think the key to being beautiful and popular is to match their wardrobes. They feel that if they dress like their idols they’ll be more important in the public eye. I have a friend that buys every outfit she sees Mandy Moore wear on television. It’s already cost her over a thousand dollars, but she doesn’t mind just as long as people make her feel important.

In the end using beautiful people to advertise your product translates to one thing: money. The equation is simple, the better the girl looks the more money you make, and as long as the public sees beauty as only skin deep this will always be true.

Sample D - student essay with a score of :

Their many methods of hiring people. Many markets know hire just because of the image of a person. In my opinion I agree and disagree to a certain point. Their could be certain stores that have people who have expirence, no experience, and just for the look.

When you have a pearson who has experience you could expeted from them to accomplished their job. They would always be on time or even earlier. You would not hear bad comments about that person Their very reasponsible and would not complain about geting their job done

The sample student essays that follow reflect the EPT Scoring Guide’s criteria.

Sample E student essay with a score of :

**Portable Posters**

In today’s society, marketing is being taken to new heights. Not only do companies spend a majority of their money on advertising, they also use their employees as portable posters. If employees are supposed to be “walking billboards,” then most people would agree that not everyone will be eligible for that particular position. Discrimination is defined as showing favor unjustly. What some corporations are doing today is clearly unjust. People cannot control their appearance completely. Therefore, I must agree with Steven Greenhouse, the author of “Going for the Look, but Risking Discrimination.” Mr. Greenhouse has clearly shown in his article that only hiring certain people that “look great,” is definitely discrimination and should not occur. That is why I disagree with Mr. Cohen’s analysis. It is a known fact that one cannot sell everything by appearance alone.

Mr. Cohen is a senior industry analyst with the NPD Group, a market research firm. He said, “Retailers defend the approach to hiring based on image as necessary and smart, and the industry experts see the point.” I thought that people were supposed to be hired based on their ability. In fact, Stephen J. Roppolo, a New Orleans lawyer who represents many hotels and restaurants, said “I tell employers that their main focus needs to be hiring somebody who can get the job done.” Hiring for looks must be fairly risky from a legal standpoint because even lawyers that represent the businesses are saying that they should hire based on merit so that they do not get into trouble with the law.

I have seen some first hand examples of questionable hiring practices. Many of the restaurants near my home are excellent examples of hiring based on appearance. At the restaurants, I have noticed that the servers are usually Caucasian and that the bus-boys and chefs tend to be Mexican-Americans. I have also noticed that the Chinese restaurants in my area only have Asian-Americans as waiters and waitresses. I thought that America was on the way to becoming a place full of equal opportunity. Apparently, we are taking a step back, instead of moving forward.

Is hiring based on how attractive people are illegal? No, there is not a specific law saying that businesses cannot. Just because it is not illegal does not mean that it should be done. I feel that Mr. Cohen’s analysis is not correct. If a company had an extremely innovative and sought after product due to its wide range of uses and quality, the company would not need to stoop to such discriminatory hiring practices. The product would simply sell itself. After all, every company would love to get by without spending one dime on advertising. Imagine a world where everyone was hired based on merit. Productivity would increase everywhere because people would be doing what they are best at instead of just standing around and “looking great.”

F- student essay with a score of :

**Going For the Look**

There are three types of people in the world when it comes to style. There are the fashionable, who care what they look like and what other people think. There are the unfashionable, who think they are fashionable but do not run with the trend. Then there are the people in between. They could care less what others think.

To try to get people to buy their products, a producer will look at all three types of people and chose the one that best fits the product. So the Gap would choose someone who looks good in their product. There are certain clothes that fit certain bodies certain ways. People do not want to see a fat, ugly person in tight pants and a short shirt.

A place like Hot Topic wants to draw in a punk rocker crowed so they will hire people that look as if they are punk rockers. These people will have many piercings and tattoos that are visible to the public. Only certain people do not think that that stuff is not attractive and Hot Topic wants to bring them into the store.

Thrift stores and hand me down stores would hire the last type of person. People who shop at those stores do not care what they look like or cannot afford to shop anywhere else. These people cannot choose what the person selling their clothes looks like.

In conclusion, there are three types of people in the fashion industry. Some are shoe-ins for certain jobs just from what they look like. Others cannot get those jobs if they tried. Cohen’s statement is correct. Now a day people hire for looks not skill.