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AP English Language & Composition:

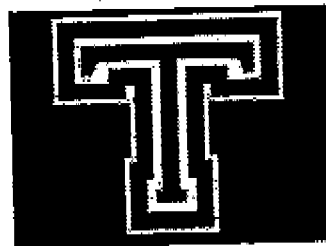
Satire

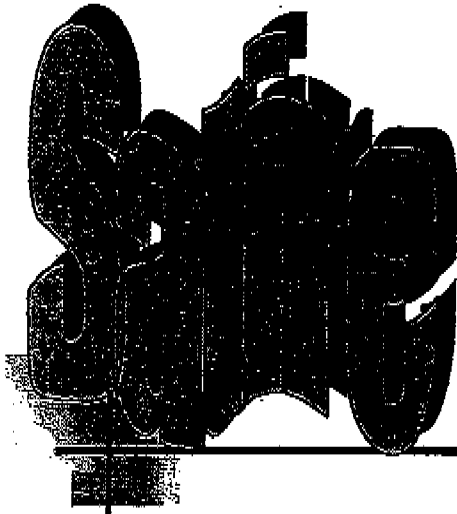
*a real unit, by real teachers,
for real students:
this is not a joke*

Mrs. Pagani

Mr. Mooney

Rm. 303





satire: n. A literary work in which human vice or folly is attacked through irony, derision, or wit

parody: n. A literary or artistic work that imitates the characteristic style of an author or a work for comic effect or ridicule

- Choose an article from today's news: (Ex. www.nytimes.com, www.latimes.com or ocregister.com)
- Write and be prepared to read aloud a short satire (2 or 3 paragraphs) of 1 article in the news affecting the OC or our nation

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Please Note

GAMEO

Cool Estate
Jewelry. Impress
her for once.

FARK.COM

It's not news, it's
Drew's.

BBSPOT.COM

It's not Drew, it's
Brian

HUMORFEED

It's not Brian, it's
Everyone

The Angel

Anthony Group
e-solutions for
your business

Please see Author's Note at bottom. Thank you.

ANGERED BY SNUBBING, LIBYA, CHINA SYRIA FORM AXIS OF JUST AS EVIL

Cuba, Sudan, Serbia Form Axis of Somewhat Evil; Other Nations Start Own Clubs

Beijing (SatireWire.com) — Bitter after being snubbed for membership in the "Axis of Evil," Libya, China, and Syria today announced they had formed the "Axis of Just as Evil," which they said would be way eviler than that stupid Iran-Iraq-North Korea axis President Bush warned of his State of the Union address.

Axis of Evil members, however, immediately dismissed the new axis as having, for starters, a really dumb name. "Right. They are Just as Evil... *in their dreams!*" declared North Korean leader Kim Jong-il. "Everybody knows we're the best evils... best at being evil... we're the best."

Diplomats from Syria denied they were jealous over being excluded, although they conceded they did ask if they could join the Axis of Evil.

"They told us it was full," said Syrian President Bashar al-Assad.

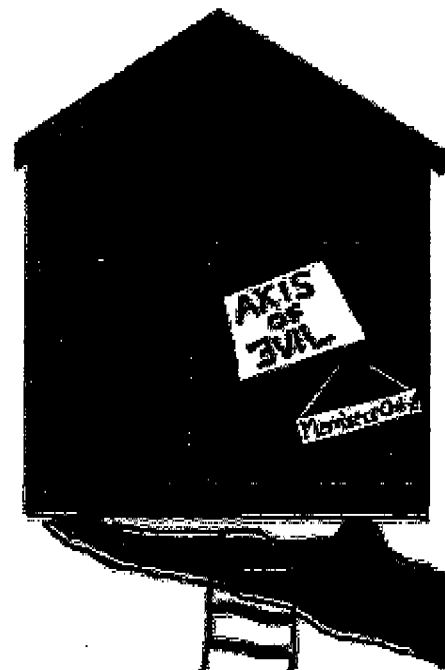
"An Axis can't have more than three countries," explained Iraqi President Saddam Hussein. "This is not my rule, it's tradition. In World War II you had Germany, Italy, and Japan in the evil Axis. So you can only have three. And a secret handshake. Ours is wicked cool."

THE AXIS PANDEMIC

International reaction to Bush's Axis of Evil declaration was swift, as within minutes, France surrendered.

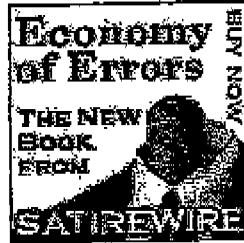
Elsewhere, peer-conscious nations rushed to gain triumvirate status in what became a game of geopolitical chairs. Cuba, Sudan, and Serbia said they had formed the Axis of Somewhat Evil, forcing Somalia to join with Uganda and Myanmar in the Axis of Occasionally Evil, while Bulgaria, Indonesia and Russia established the Axis of Not So Much Evil Really As Just Generally Disagreeable.

With the criteria suddenly expanded and all the desirable clubs filling up, Sierra Leone, El



Salvador, and Rwanda applied to be called the Axis of Countries That Aren't the Worst But Certainly Won't Be Asked to Host the Olympics; Canada, Mexico, and Australia formed the Axis of Nations That Are Actually Quite Nice But Secretly Have Nasty Thoughts About America, while Spain, Scotland, and New Zealand established the Axis of Countries That Sometimes Ask Sheep to Wear Lipstick.

"That's not a threat, really, just something we like to do," said Scottish Executive First Minister Jack McConnell.



While wondering if the other nations of the world weren't perhaps making fun of him, a cautious Bush granted approval for most axes, although he rejected the establishment of the Axis of Countries Whose Names End in "Guay," accusing one of its members of filing a false application. Officials from Paraguay, Uruguay, and Chadguay denied the charges.

Israel, meanwhile, insisted it didn't want to join any Axis, but privately, world leaders said that's only because no one asked them.

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1998 ENGLISH LANGUAGE

Question 3

(Suggested time—40 minutes. This question counts one-third of the total essay section score.)

The following letters constitute the complete correspondence between an executive of the Coca-Cola company and a representative of Grove Press. Read the letters carefully. Then write an essay analyzing the rhetorical strategies each writer uses to achieve his purpose and explaining which letter offers the more persuasive case.

March 25, 1970

Mr. R. W. Seaver
Executive Vice President
Grove Press, Inc.
214 Mercer Street
New York, New York 10012

Dear Mr. Seaver:

Several people have called to our attention your advertisement for *Diary of a Harlem Schoolteacher* by Jim Haskins, which appeared in the *New York Times* March 3, 1970. The theme of the ad is "This book is like a weapon . . . it's the real thing."

Line Since our company has made use of "It's the Real Thing" to advertise Coca-Cola long prior to the
(5) publication of the book, we are writing to ask you to stop using this theme or slogan in connection with the book.

We believe you will agree that it is undesirable for our companies to make simultaneous use of "the real thing" in connection with our respective products. There will always be likelihood of confusion as to the source or sponsorship of the goods, and the use by such prominent companies would dilute the
(10) distinctiveness of the trade slogan and diminish its effectiveness and value as an advertising and merchandising tool.

"It's the Real Thing" was first used in advertising for Coca-Cola over twenty-seven years ago to refer to our product. We first used it in print advertising in 1942 and extended it to outdoor advertising, including painted walls—some of which are still displayed throughout the country. The line has appeared in
(15) advertising for Coca-Cola during succeeding years. For example, in 1954 we used "There's this about Coke—You Can't Beat the Real Thing" in national advertising. We resumed national use of "It's the Real Thing" in the summer of 1969 and it is our main thrust for 1970.

Please excuse my writing so fully, but I wanted to explain why we feel it necessary to ask you and your associates to use another line to advertise Mr. Haskins' book.

(20) We appreciate your cooperation and your assurance that you will discontinue the use of "It's the real thing."

Sincerely,
Ira C. Herbert

GO ON TO THE NEXT PAGE 

Mr. Ira C Herbert March 31, 1970
Coca-Cola USA
P.O. Drawer 1734
Atlanta, Georgia 30301

Dear Mr. Herbert:

Thank you for your letter of March 25th, which has just reached me, doubtless because of the mail strike.

We note with sympathy your feeling that you have a proprietary interest in the phrase "It's the real thing," and I can fully understand that the public might be confused by our use of the expression, and mistake a book by a Harlem schoolteacher for a six-pack of Coca-Cola. Accordingly, we have instructed all our salesmen to notify bookstores that whenever a customer comes in and asks for a copy of *Diary of a Harlem Schoolteacher* they should request the sales personnel to make sure that what the customer wants is the book, rather than a Coke. This, we think, should protect your interest and in no way harm ours.

We would certainly not want to dilute the distinctiveness of your trade slogan nor diminish its effectiveness as an advertising and merchandising tool, but it did not occur to us that since the slogan is so closely identified with your product, those who read our ad may well tend to go out and buy a Coke rather than our book. We have discussed this problem in an executive committee meeting, and by a vote of seven to six decided that, even if this were the case, we would be happy to give Coke the residual benefit of our advertising.

Problems not unsimilar to the ones you raise in your letter have occurred to us in the past. You may recall that we published *Games People Play* which became one of the biggest nonfiction best-sellers of all time, and spawned conscious imitations (*Games Children Play*, *Games Psychiatrists Play*, *Games Ministers Play*, etc.). I am sure you will agree that this posed a far more direct and deadly threat to both the author and ourselves than our sue of "It's the real thing." Further, *Games People Play* has become part of our language, and one sees it constantly in advertising, as a newspaper headline, etc. The same is true of another book which we published six or seven years ago, *One Hundred Dollar Misunderstanding*.

Given our strong sentiments concerning the First Amendment, we will defend to the death your right to use "It's the real thing" in any advertising you care to. We would hope you would do the same for us, especially when no one here in our advertising agency, I am sorry to say, realized that you owned the phrase. We were merely quoting in our ads Peter S. Prescott's review of *Diary of a Harlem Schoolteacher* in *Look* which begins "*Diary of a Harlem Schoolteacher* is the real thing, a short, spare, honest book which will, I suspect, be read a generation hence as a classic...."

With all best wishes,

Sincerely yours,

Richard Seaver

Dr. Frederick F. Farquarie
Superintendent
Pith School District
Jebediah, Idaho 94532

Dear Dr. Farquarie:

I was mortified to find that my son, Stewart, was assigned to read Johnathan Swift's *A Modest Proposal* for his English class at Martin's Groves Junior High School. I write to request that the pages of this essay in the required textbook containing Swift's smut be glued together or totally removed from the book – lest they destroy the moral development of our children.

Not only was I mortified that my children was reading the so-called *literary work*, but I am exasperated and appalled that *scholars* have continued to place this work in an honored place in literary history. Either these eggheads have not read the piece or else they see nothing particularly wrong with eating children. I guess that just shows you what a college education will sometimes do to some people. Can you, Dr. Farquarie, honestly say that children receive a good education when they read that Swift, the “depraved” writer that he is, was “assured by a very knowing American of my acquaintance in London, that a young healthy child – well nursed is at a year old a most delicious, nourishing, and wholesome food., whether stewed roasted, baked or boiled, and I make no doubt that it will equally serve in a *fricasee* or a ragout”?

I am sorry that English teachers, the school district, and, for that matter, the textbook publishers will allow such blatantly anti-human and sickening suggestions to be read by young impressionable youths. I am not a book-burner, but I would think that society could be made more wholesome if Swift's essay would disappear from the face of earth. I will work to make the copies of Swift's essay (and, believe me, I will read his other work to find any other similarly objectionable passages) nothing more than charred remains in this school district.

I have sent copies of this letter along with copies of the *Modest Proposal* to members of the school board, and I hope that the essay's withdrawal from the classrooms, libraries, and, ultimately, from the minds in our school system is forthcoming. I would, in addition, like to know where each member of the school board stands on this matter.

Sincerely,

Samuel S. Smarmy
101 Stuart Street
Jebediah, Idaho 94533

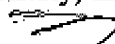
A Modest Proposal: Writing Prompt

You are a member of the school board in Jebediah, Idaho. Yesterday, you received a copy of a letter written by an irate constituent who demands that Jonathan Swift's *A Modest Proposal* be removed from the libraries and classrooms in the Pith School District. Samuel S. Smarmy, the author of the letter, wishes to know your stand on the issue – do you agree that Swift's essay is despicable and depraved? Or do you disagree? Your assignment is to respond to Mr. Smarmy's letter. Because he does not appreciate or even recognize the irony in *A Modest Proposal* he has totally missed the point. Explain to him about the irony, and try to convince him that Swift's essay is not as corrupting as he thinks, and that, in fact, the essay upholds morality and decency in its self-mocking irony through satire.

The problem of writing this essay is more difficult than you might imagine, because you must remember that Mr. Smarmy is one of your constituents. That is, you cannot simply tell him to go jump into the lake because he votes, he's politically active, and he's likely to prevent your reelection if you do so. Be aware of his sensitivities, be aware of his firm belief in his crusade against this essay, but try to show him the faults in his argument. Set him straight without offending him. Of course, this task will require a careful choice of words and careful argumentation. Be cautious of Mr. Smarmy's stand, and write something that you can stand behind with integrity. You will find that you will have to cite Swift's essay frequently to tie your comments into the essay. When you do so, simply put the line number (if available) from which you took the words in parentheses behind the quotation.

Mr. Smarmy's letter is reproduced here. You may laugh at it, but you should also realize that Swift's *A Modest Proposal* has indeed been banned from a few school libraries. In that sense, this exercise is a serious task. No laughs and no gimmicks please. Just write serious letters!

You will need at least 1 ½ - 2 pages of handwritten work to complete this assignment although you may write more if you wish. Remember that your response to Mr. Smarmy's letter must be complete – anticipate some of his objections to your stand and try to answer them. Argue your points concisely and politely, and make sure that he can understand your ideas.



The College Board
Advanced Placement Examination
ENGLISH LANGUAGE AND COMPOSITION
SECTION II
Total time—2 hours

Question 1

(Suggested time—40 minutes. This question counts one-third of the total essay section score.)

The following announcement from a church bulletin was reprinted without other comment in a magazine under the heading "The Religious Life." By using that heading, the magazine implied a criticism of American values. Read the announcement carefully. Then write an essay arguing for or against the validity of the implied criticism.

FLASH . . . FLASH . . . FLASH . . . FLASH

CHANGE OF PLANS FOR INSTALLATION SERVICE

Due to a scheduling conflict with the Superbowl, the Board of Trustees of the church has changed the time for the installation of our new minister from 4:45 p.m. to 3:30 p.m.

Television consoles will be set up in the education wing of the church. Kickoff is at 4:30.

We invite you to join us for an afternoon of celebration—the service of installation, reception following the Superbowl, and dancing into the evening. Child care will be available.

Clergy: You are invited to robe and process. Please meet in the Board Room by 3:15.



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VOLUME 41 ISSUE 11

AMERICA'S FINEST NEWS SOURCE

28 March 2011

BUSINESS

Wearing Hawaiian Shirt Boosts Area Employee's Morale

CHICAGO — Local investment manager Jason Elk's morale was boosted when his company instituted "Aloha Fridays," sources revealed Monday.

"Jason has really been on the edge. I suggested that we wear Hawaiian shirts on Fridays," said Jim Tierney, Elk's partner at the two-person investment firm Pendleton Capital. "He's been calling owners and brokers like crazy, trying to find the company well end up buying."

Elk and Tierney exist in a bizarre, little-known area of finance called "search funds." "Basically, we look at crappy companies all day and decide if we want to buy them and if we're willing to move our families to Fargo or Omaha or some other horrible place in order to run them," a deflated Elk explained in a phone interview one month before Pendleton Capital launched its Aloha Friday policy. "We deal with crazy sellers of payroll companies who freak out on us and belligerent brokers who yell at us on the phone. We also cut our own business cards at Kinko's."

"I was getting a little worried about him," a concerned Tierney admitted. "He would sit around, looking out the window, mulling about how [associate brand managers] at Clorox didn't have to cold call owners of air conditioning companies."

Elk's wife Sarah also began to worry that the search fund lifestyle was taking its toll. "He kept asking me if I knew anyone who might want to sell his company. He'd go through the whole thing about how the industry didn't matter as long as the earnings were solid and the owner was willing to exit. I'd say, Jason, you asked me last week. Plus, we're married — you know everyone I know. But he'd just remind me that there's a \$35,000 finder's fee in it for me if I lead him to a deal."



APR 11, 2011, JASON ELK, PARTNER AT PENDLETON CAPITAL, WORE HIS HAWAIIAN SHIRT ON FRIDAY. TIERNEY, ELK'S PARTNER AT PENDLETON CAPITAL, SAID ELK WAS CALLING OWNERS AND BROKERS LIKE CRAZY, TRYING TO FIND THE COMPANY WELL END UP BUYING.

But last week, Tierney decided to suggest that they wear Aloha shirts on Fridays. "I did my first-year MBA regression project on morale at a San Francisco-based Fortune 500 company in the apparel space," Tierney explained. "Basically we found that the only way to improve morale in an office environment is to offer small tokens of appreciation like company picnics, casual Fridays, that sort of thing. And you'll notice - all places that have company picnics and casual Fridays have extremely high morale. It really gets people motivated to do their jobs, and it translates directly to the stock price. Anyway, I thought something like that might show the employees of Pendleton Capital how much they are appreciated. People are our most important asset."

Sources close to Pendleton Capital confirm that since being allowed to wear an Aloha shirt one day a week, Elk has been a new person. "He only asked me once this week if my boss wanted to retire any time soon, and it wasn't even in that desperate, mildly threatening tone," reported Neil Knopp, employee of Junior's Bull Bonds, Pendleton Capital's down-the-hall neighbor.

Despite the seemingly positive effects of the new policy, experts say that Elk and Tierney must not become too attached to such means of improving morale. "You have to be careful not to patronize your employees," explained Stanford labor economist Edward Lazear. "Financial incentives are really the only thing that works. I'm just worried that they'll try to pull a stunt like this in the company they end up buying. Can you imagine how their employees would react? I don't know what [Stanford Entrepreneurship Professor] Ira Grousbeck is teaching them over there. I can't picture him doing something like that at Continental [television]."

C-40

2005 AP® ENGLISH LANGUAGE AND COMPOSITION
FREE-RESPONSE QUESTIONS

Question 2

(Suggested time—40 minutes. This question counts one-third of the total essay section score.)

The following article is a mock press release from *The Onion*, a publication devoted to humor and satire. Read the article carefully. Then write an essay in which you analyze the strategies used in the article to satirize how products are marketed to consumers.

MASSILLON, OH—Stressed and sore-footed Americans everywhere are clamoring for the exciting new MagnaSoles shoe inserts, which stimulate and soothe the wearer's feet using no fewer than five forms of pseudoscience.

"What makes MagnaSoles different from other insoles is the way it harnesses the power of magnetism to properly align the biomagnetic field around your foot," said Dr. Arthur Blumi, the pseudoscientist who developed the product for Massillon-based Integrated Products. "Its patented Magna-Grid design, which features more than 200 isomerically aligned Centour Points™, actually soothes while it heals, restoring the foot's natural bio-flow."

"MagnaSoles is not just a shoe insert," Blumi continued, "it's a total foot-rejuvenation system." According to scientific-sounding literature trumpeting the new insoles, the Centour Points™ also take advantage of the semi-plausible medical technique known as reflexology. Practiced in the Occident for over eleven years, reflexology, the literature explains, establishes a correspondence between every point on the human foot and another part of the body, enabling your soles to heal your entire body as you walk.

But while other insoles have used magnets and reflexology as keys to their appearance of usefulness, MagnaSoles go several steps further. According to the product's Web site, "Only MagnaSoles utilize the healing power of crystals to restimulate dead foot cells with vibrational biofeedback . . . a process similar to that by which medicine makes people better."

In addition, MagnaSoles employ a brand-new, cutting-edge form of pseudoscience known as Terranometry, developed specially for Integrated

Products by some of the nation's top pseudoscientists.

"The principles of Terranometry state that the Earth resonates on a very precise frequency, which it imparts to the surfaces it touches," said Dr. Wayne Frankel, the California State University biotrician who discovered Terranometry. "If the frequency of one's foot is out of alignment with the Earth, the entire body will suffer. Special resonator nodules implanted at key spots in MagnaSoles convert the wearer's own energy to match the Earth's natural vibrational rate of 32.805 kilofrankels. The resultant harmonic energy field rearranges the foot's naturally occurring atoms, converting the pain-nuclei into pleasing comfortrons."

Released less than a week ago, the \$19.95 insoles are already proving popular among consumers, who are hailing them as a welcome alternative to expensive, effective forms of traditional medicine.

"I twisted my ankle something awful a few months ago, and the pain was so bad, I could barely walk a single step," said Hélene Kuhn of Edison, NJ. "But after wearing MagnaSoles for seven weeks, I've noticed a significant decrease in pain and can now walk comfortably. Just try to prove that MagnaSoles didn't heal me!"

Equally impressed was chronic back-pain sufferer Geoff DeAngelis of Tacoma, WA.

"Why should I pay thousands of dollars to have my spine realigned with physical therapy when I can pay \$20 for insoles clearly endorsed by an intelligent-looking man in a white lab coat?" DeAngelis asked. "MagnaSoles really seem like they're working."

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