**Here's what makes this illustrative essay a quality piece of writing:**

* **It illustrates through developing specific examples**
* **Very effective opening by using a startling claim**
* **Humorous, even sarcastic, tone**
* **Uses chronological narrative transitions to tie together the different paragraphs**
* **Writing voice on full display**
* **Effective sentence variety to create flow**

This is the best essay you will ever read. At least that’s what a modern day television advertisement might try to tell you. Have you ever watched television, and you saw an ad that promised you the world with only three low payments of $19.99? But wait: *If you call right now, they’ll throw in the moon too!* I don’t think that advertisements today live up to what they say.

Every morning before I go to school, I watch the news; however, I hate the commercials. All of them. My least favorite of them all are the Jack’s Wholesale Windows commercials. I vigorously hate those commercials because he talks about his “state of the art” windows for about two seconds. But wait, there’s more. Now that you know next to nothing about his windows, he says: “. . . And we’ll give you…” he pauses dramatically while the camera zooms in on a cute puppy and continues with: “A free entry door!” Really? I’d rather have the dog than the free entry door. Since I really don’t like dogs at all, this is quite a statement to be made. They show the dog in cute little outfits more than they show the windows that they are trying to sell to you. This, in my opinion, is just a way for Jack’s Wholesale Windows to manipulate you into buying their fantastic state-of-the-art dog, I mean, windows.

Although Jack’s Wholesale Windows practically ruins my morning, I continue to watch the news regardless. Eventually a commercial for some car brand graces my viewing screen. They talk about how great this car is; furthermore, they show this car driving down a curvy, precarious, cliff side road in the middle of a rainstorm. They list off all the special features of this new, this amazing, this fuel-efficient deity of a car that has a five star crash test rating. With such great gas mileage from these new cars, it’s a wonder how we managed to make it by before; moreover why haven’t we come up with this technology any sooner?  Oh wait, my 1991 Honda Civic gets the same mileage as all of them, yet under the fancy shell of 1.9% APR finance rate, all you’re getting is the same car in a new glossy skin for 40 times the price. Sounds like a great deal to me! Let’s go out and get a new car.

At this point in the morning, I’ve left the television to make some breakfast. I return with my no-pulp, concentrated orange juice from the freshest oranges that grow on this planet. I continue to watch the news, for the news is so riveting. An ad for some weight loss program comes on. They claim that with their program you’ll lose 20 pounds in a month or less; however, you also have to exercise while you’re on it. You can even see the difference with your eyes; you just have to look at the before-and-after pictures. You go in to the program an old, chubby, fat person; you come out a hot, sexy, young one! Amazing.

The problem with that commercial is that it’s not addressing the people that actually need to lose weight. It’s addressing average people who are a little bit over weight; thus making them feel more self conscious about themselves. This in turn makes them want to lose weight easily, efficiently, and use the product; on the other hand, the people that actually need to lose weight need more than a simple “weight loss program” to aid them.

The same principle is used in make-up advertisements as well. They use the “prettiest” models they can find to display their make-up on. This makes all the women that see this ad think they aren’t beautiful enough; as a result, making them want to be prettier and use the make-up; on the contrary, all the make-up is successful at doing, is making women look like raccoons. I don’t think that this is a fair way of advertising; also people should pay less attention on what the product is on, and focus more on the product itself.

Was this the best essay you have ever read? I highly doubt it; in spite of this fact, I hope that now you realize that advertisements today don’t always live up to what they preach. I also hope that you won’t buy any windows from a certain aforementioned windows sales company.

**(739 words)**