

A well-planned argument, excellent use of sources and well-crafted persuasive language puts this essay squarely in the “excellent” category.

The title is clever and attracts interest to this essay. The research question is clear with a good attempt to narrow the question to formal writing within a specific cultural context, Australia. Still, it is a broad enough topic that a less able student might easily fall into an overly general approach. The abstract is very well organized with an explicitly stated research question, a clear approach and a simple but effectively written conclusion. It contains the required information and focus and thus receives full marks. The table of contents is not particularly detailed, but it is adequate. The contents of the appendix should be listed. The rest of the essay is well presented.

The excellent introduction gives a good account of the significance and worth of such a media topic. It gives the context and introduces the approach to the question clearly. In the background section, the student has defined terms and the types of language encountered in e-communication to set the framework for the rest of the essay. There are interesting connections to the history of brevity in language. The commentary on the tables and graphs is well thought out and useful, and the student very effectively sets the framework of the argument.

The overall structure and the use of well-placed concessions show a good grasp of how to write persuasively. The two opposing views are presented fully and fairly in the middle section. Certainly there are some questions as to the style the student has chosen to present some of the information, but that is a matter of style and certainly achieves its purpose.

The language is very clear, at times clever, and the understanding of the issue and of how to use resources appears rather sophisticated. The student supplements the secondary sources with his survey and interviews, even if not completely reliable, to illustrate the point. The conclusion is well thought out and summarizes the opposing views on the issue, coming to a valid conclusion.

Despite a few entries not presented in alphabetical order, overall the bibliographic entries have an excellent and consistent format.