In our country, the element of power is peculiarly diffused. It is not concentrated, as it is in other countries, in what we might call the “pure form” of a national uniformed police establishment functioning as the vehicle of a central political will. Power with us does exist to some extent in courts of law and in police establishments, but it also exists in many other American institutions. It exists in our economic system, though not nearly to the degree the Marxists claim. Sometimes, unfortunately, it exists in irregular forces—in underworld groups, criminal gangs, or informal associations of a vigilante nature—capable of terrorizing their fellow citizens in one degree or another. Above all, it exists in the delicate compulsions of our social life, the force of community opinion within our country—in the respect we have for the good opinion of our neighbors. For reasons highly complex, we Americans place upon ourselves quite extraordinary obligations of conformity to the group in utterance and behavior, and this feature of our national life seems to be growing rather than declining. All these things can bring us to put restraints upon ourselves which in other parts of the world would be imposed upon people only by the straightforward exercise of the central police authority.
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 Bluni, the pseudoscientist who developed the product for Massillon-based Integrated Products. “Its patented Magna-Grid design, which features more than 200 isometrically aligned Contour Points™, actually soothes while it heals, restoring the foot’s natural bioflow.”

“MagnaSoles is not just a shoe insert,” Bluni continued, “it’s a total foot-rejuvenation system.”

According to scientific-sounding literature trumpeting the new insoles, the Contour 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 Helene 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.”

Reprinted with permission of THE ONION.
Question 3

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

In “The Singer Solution to World Poverty,” an article that appeared in The New York Times Magazine, Peter Singer, a professor of bioethics, calls attention to the urgent need for food and medicine in many parts of the world. Singer argues that prosperous people should donate to overseas aid organizations such as UNICEF or Oxfam America all money not needed for the basic requirements of life. “The formula is simple: whatever money you’re spending on luxuries, not necessities, should be given away.”

Write an essay in which you evaluate the pros and cons of Singer’s argument. Use appropriate evidence as you examine each side, and indicate which position you find more persuasive.