

#1 (First paragraph): a. Strengths:

- Vivid imagery of the meteor impact and its aftermath
- Clear explanation of the mass extinction event

b. Weaknesses: Overuse of dramatic language Your writing in this section tends to be overly dramatic, which can distract from the factual information you're presenting. For instance, phrases like "Earth shuddered in terror" and "claimed the lives of many" anthropomorphise the planet and use emotive language that might be more suitable for creative writing than an informative piece.

c. Exemplar: "The impact caused global devastation, with widespread wildfires and a darkened atmosphere that disrupted plant growth, leading to the collapse of ecosystems worldwide."

#2 (Third paragraph): a. Strengths:

- Good contrast between individual actions and corporate responsibility
- Effective use of metaphors to illustrate the problem

b. Weaknesses: Lack of specificity in arguments Your arguments in this section could benefit from more concrete examples and data. You mention "swarms of planes" and "giant factories", but these generalisations don't provide a clear picture of the scale of the problem. Including specific figures or examples would strengthen your point.

c. Exemplar: "While individual actions like cycling and adopting plant-based diets are commendable, they pale in comparison to the impact of industries. For instance, a single long-haul flight can emit several tonnes of CO<sub>2</sub>, equivalent to a year's worth of emissions from an average car."

#3 (Fifth paragraph): a. Strengths:

- Addresses the issue of greenwashing
- Provides practical advice for consumers

b. Weaknesses: Overgeneralisation Your writing in this section makes sweeping statements about companies that could be seen as unfair or inaccurate. Phrases like "most of the time this is all a facade" and "demonic companies" oversimplify a complex issue and may undermine your credibility.

c. Exemplar: "Many companies market themselves as eco-friendly, but it's important to scrutinise their claims. Look for detailed information about their sustainability practices and third-party certifications to ensure you're supporting genuinely responsible businesses."

Actionable task: Rewrite the first paragraph, focusing on presenting the extinction event in a more factual manner. Ensure you remove anthropomorphic language and emotional descriptors, replacing them with specific scientific details about the impact and its consequences.

Overall score: 41/50