

Section 1:

#1 First paragraph Strengths:

- Strong opening hook that immediately engages the reader with a rhetorical question
- Clear thesis statement that effectively outlines the three main arguments

Weaknesses: Underdeveloped Introduction → Your opening paragraph would benefit from more context before diving into the main points. The transition from the rhetorical question to the thesis statement feels abrupt. "Firstly, white offers the easiest readability..." comes too quickly without building proper context.

Exemplar: "Have you ever wondered why, in a world of vibrant hues, white remains the go-to choice for paper? From business documents to academic papers, white paper has established itself as the universal standard. This prevalence is no coincidence, as white paper offers the easiest readability, is the cheapest to buy, and is the most environmentally friendly."

#2 Second body paragraph (cost-efficiency) Strengths:

- Well-structured explanation of production costs
- Effective use of comparative analysis between white and coloured paper

Weaknesses: Redundant Phrasing → Your paragraph contains unnecessary repetition of ideas. "Firstly, coloured papers" followed by "And in contrast" creates a choppy flow. The phrase "This is another reason why white is the best colour for A4 paper" appears formulaic.

Exemplar: "The cost-efficiency of white paper stems from its mass production capabilities and simpler manufacturing process. While coloured papers require expensive dyes and specialised production runs, white paper's widespread demand enables bulk manufacturing, resulting in significant cost savings for consumers."

#3 Conclusion Strengths:

- Clear restatement of main arguments
- Concise summary that ties back to the thesis

Weaknesses: Limited Synthesis → Your conclusion simply restates the main points without synthesising their collective impact. The ending feels mechanical rather than demonstrating how these factors work together to establish white paper's superiority.

Exemplar: "The combination of superior readability, cost-effectiveness, and environmental sustainability makes white paper the optimal choice for both practical and conscientious consumers, cementing its position as the premier paper option in today's market."

Actionable Task: Rewrite your body paragraphs focusing on creating smoother transitions between ideas by removing formulaic endings and adding connecting phrases that show how each point builds upon the previous one.

Score: 40/50

Section 2:

It is obvious that white is, by far, the best colour of paper you can buy. Have you ever wondered why, in a world of vibrant hues, white remains the go-to choice for paper? ~~Firstly, white offers~~ [White offers] the easiest readability, is the cheapest to buy, and is the most environmentally friendly. ~~On to my points.~~ [Let us examine these points in detail.] #1

The first reason why white is the best choice of colour for paper, is that it offers the easiest readability. The most common ink colour is black, contrasting with the text, allowing easier reading. Also, white paper reflects light effectively, which contributes to its brightness and clarity. This quality helps in reducing eye strain during reading, especially over extended periods. In contrast, coloured backgrounds can diminish this contrast, making it harder for readers to focus on the text. For example, if a contract was pink, the signatory would have trouble reading it, and may misinterpret the contract, meaning that they don't know what they are agreeing to. This could cause many problems in the world, and increase the amount of scams. ~~This is the first reason why white is the best type of A4 paper.~~ [Thus, white paper's superior readability makes it the optimal choice for important documents.]

~~Secondly, white paper is the most cost-efficient.~~ [White paper also proves to be the most cost-efficient option.] Coloured paper is more expensive than plain white paper due to several factors. ~~Firstly,~~ [Primarily,] coloured papers are often produced in smaller batches using slower, less efficient paper machines, which increases production costs. ~~And in contrast~~ [Moreover,] white is the most popular colour of paper, therefore you can easily buy it in bulk, saving money and time. Also, the dyes used for colouring can be quite costly, especially for deeper shades, making them the most expensive part in manufacturing paper. ~~This is another reason why white is the best colour for A4 paper.~~ [These economic advantages further establish white paper's superiority.] #2

Lastly, white is the most eco-friendly colour of paper. Traditionally, to create the white colour, papermakers would use toxic chemicals to bleach the paper. They still use this method for other colours, but they have found a new way to make paper white. One way is by removing the lignin. Lignin is a natural compound found in wood fibres that gives them a yellowish-brown colour. By

eliminating lignin, the paper appears brighter and whiter. This method is eco-friendly compared to the other colours. ~~This is another reason why white is the best colour of A4 paper.~~ [This environmental advantage solidifies white paper's position as the superior choice.]

~~In conclusion, white is the best colour for A4 paper because it is the easiest to read, it is the most cost-efficient, and white paper is the most eco-friendly.~~ [In conclusion, white paper's superior readability, cost-efficiency, and environmental sustainability collectively establish it as the optimal choice for A4 paper.] #3