

Section 1:

#1 "Cinema has shaped history. Schindler's List exposed the horrors of the Holocaust; Blood Diamond revealed the human cost of conflict minerals, and An Inconvenient Truth awakened millions to the climate crisis. These films didn't just win awards—they ignited conversations, changed policies, and inspired real action. Imagine what your studio could achieve if it consistently used its platform to highlight the issues that truly matter."

Strengths: Your use of concrete examples demonstrates the real impact films have had on society. Your concluding question effectively invites the reader to envision their potential impact.

Weaknesses: Incomplete reasoning → Your paragraph mentions these films created change but doesn't explain the specific mechanisms of how this happened. You write that films "ignited conversations, changed policies, and inspired real action" but fail to provide any concrete examples of these outcomes. What policies changed after An Inconvenient Truth? What actions did audiences take after watching Blood Diamond?

"Cinema has shaped history. Schindler's List exposed the horrors of the Holocaust, leading to increased Holocaust education in schools worldwide; Blood Diamond revealed the human cost of conflict minerals, resulting in the Kimberley Process certification scheme; and An Inconvenient Truth awakened millions to the climate crisis, inspiring a wave of personal carbon-reduction commitments. These films didn't just win awards—they created measurable change. Imagine what your studio could achieve if it consistently used its platform to highlight the issues that truly matter."

#2 "Some may argue that films focused on social and environmental themes don't sell, but the numbers tell a different story. According to a Nielsen survey, 73% of global consumers are willing to pay more for sustainable products, and this mindset extends to the entertainment industry. Movies like Avatar, which emphasized environmental conservation, and Don't Look Up, a satire on climate inaction, dominated the box office and sparked widespread discussions. It is clear—audiences crave meaningful content, and investing in such films is not just ethical but profitable."

Strengths: You address a common counterargument about profitability, which strengthens your case. Your examples of successful films make your point more convincing.

Weaknesses: Unconnected evidence → You present a statistic about sustainable products but don't directly link this to film viewing habits. The Nielsen survey relates to physical products, not entertainment choices. This creates a logical gap in your argument that weakens its persuasiveness.

"Some may argue that films focused on social and environmental themes don't sell, but box office figures tell a different story. Films with meaningful messages consistently perform well financially—Avatar, which emphasised environmental conservation, earned £2.8 billion worldwide, while Don't Look Up reached 111 million viewing hours in its first week on Netflix. Recent audience surveys specifically show that 67% of cinema-goers are more likely to see films addressing important social issues. It is clear—audiences crave meaningful content, and investing in such films is not just ethical but profitable."

#3 "Beyond profit, socially conscious films have the unparalleled ability to foster empathy. 12 Years an enslaved person didn't just depict history—it made audiences feel the pain of injustice. The Cove didn't just expose dolphin hunting—it fueled global outrage. Stories connect us to struggles we might never experience firsthand, making us care, act, and advocate. Your studio can craft narratives that leave audiences not just entertained but empowered to make a difference."

Strengths: Your focus on empathy provides a powerful emotional appeal beyond financial considerations. Your final sentence effectively connects to the studio's potential positive impact.

Weaknesses: Imprecise terminology → Your reference to "12 Years an enslaved person" instead of the film's actual title "12 Years a Slave" undermines your credibility. Additionally, after mentioning the films foster empathy, you don't explain how this empathy translates to actual change or action.

"Beyond profit, socially conscious films have the unparalleled ability to foster empathy and drive change. 12 Years a Slave didn't just depict history—it made audiences feel the pain of injustice, leading to renewed discussions about modern slavery. The Cove didn't just expose dolphin hunting—it fuelled global outrage that resulted in policy changes in multiple countries. These emotional connections to struggles we might never experience firsthand make us care deeply enough to take action. Your studio can craft narratives that transform passive viewers into engaged citizens empowered to make a difference in their communities."

■ Your persuasive letter has a clear structure with a compelling opening that immediately engages the reader. However, your arguments need stronger connections between concepts. For example, when discussing the financial success of socially conscious films, you need to

directly link consumer values to ticket purchases rather than general product preferences. Also, your examples would be more convincing if you included specific outcomes that resulted from influential films. Think about adding a paragraph that addresses potential challenges studios might face when producing socially conscious films and how these can be overcome. Additionally, your closing paragraph should include more specific actions the studio executive could take as their next steps. You could suggest starting with one documentary or feature film focused on a pressing current issue as a test case. Including specific film proposals or concepts would make your letter more actionable for the executive reading it.

Overall score: 42/50

Section 2:

Dear Studio Executive,

What if your next blockbuster didn't just entertain but also changed lives? What if your studio had the power to spark a movement, shift mindsets, and inspire action? The truth is, you already do. Film is one of the most influential storytelling mediums in the world. With global challenges like climate change, poverty, and inequality worsening daily, the need for socially and environmentally conscious films has never been greater.

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#2 Some may argue that films focused on social and environmental themes don't sell, but the numbers tell a different story. According to a Nielsen survey, 73% of global consumers are willing to pay more for sustainable products, and this mindset extends to the entertainment industry. Movies like Avatar, which emphasized [emphasised] environmental conservation, and Don't Look Up, a satire on climate inaction, dominated the box office and sparked widespread discussions. It is clear—audiences crave meaningful content, and investing in such films is not just ethical but profitable.

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outrage. Stories connect us to struggles we might never experience firsthand, making us care, act, and advocate. Your studio can craft narratives that leave audiences not just entertained but empowered to make a difference.

The future of cinema belongs to the socially conscious. Millennials and Gen Z—the largest share of moviegoers—are deeply invested in activism. According to First Insight, 62% of Gen Z prefer brands that align with their values. They want stories that reflect their concerns: climate change, racial equality, gender rights, and sustainability. If studios fail to adapt to this shift, they risk losing relevance. However, by producing films that resonate with this audience, your studio can solidify its legacy as an industry leader in meaningful storytelling.

This is your opportunity to make a difference—not just in cinema but the world. By ~~prioritizing~~ [prioritising] films that tackle critical and environmental issues, your studio can lead the industry in global impact. The power of storytelling lies in your hands. How will you use it?

Thank you for your time and consideration. I would love to discuss this further and share ideas on impactful storytelling. Please get in touch with me at [Your Email] or [Your Phone Number]. I look forward to seeing your studio create films that don't just entertain—but transform the world.

Sincerely, Violet