

# Section 1

## #1: Opening paragraph

*Strengths:*

- You've clearly stated your main request to Hoyts, making your purpose obvious from the start
- Your opening sentence about home viewing overtaking theatres shows you understand the bigger picture of cinema attendance

*Confusing Repetition* → You've written "Many people have been complaining about making snacks free with the tickets that people buy to go watch a movie" twice in a row, which makes the paragraph feel unpolished. When you repeat the same idea using almost identical words, readers might think you've made a copying mistake or weren't paying careful attention to your writing.

*Exemplar:* *Many people have been complaining that the snacks at Hoyts theatres are overpriced and not worth the cost. This has led to viewers choosing home streaming instead.*

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**#2: "Statistics show that the price of the snacks in convenience stores are more than an eighth times cheaper than the prices at the theatres. This means you could buy seven packs of snickers at Woolworths and it would cost the same as the price of half a pack of snickers in the theatre store."**

*Strengths:*

- You've attempted to use numbers to support your argument, which can make persuasive writing stronger
- The comparison to Woolworths helps readers understand the price difference using a familiar shop

*Unclear Mathematical Reasoning* → Your statistics don't make sense when you work through the maths. If something is "an eighth times cheaper," that would mean it costs one-eighth of the theatre price. But then you say seven packs at Woolworths equal half a pack at the theatre, which would mean

Woolworths snacks are fourteen times cheaper, not one-eighth. This confusion weakens your argument because readers won't trust numbers that don't add up properly.

**Exemplar:** *For example, a packet of Snickers costs \$2 at Woolworths but \$8 at the cinema—that's four times more expensive for the exact same snack.*

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**#3: "My final point is why should we buy the movie ticket for an overwhelming price when we can stay at home and be comfortable while watching the movie for free."**

*Strengths:*

- You've raised an important point about home viewing as an alternative to cinema
- You've considered the convenience factors that matter to viewers

*Contradictory Argument* → Throughout your letter, you've been asking Hoyts to make snacks free with tickets, but in this paragraph you're suggesting people shouldn't buy tickets at all and should just watch at home instead. This contradicts your whole purpose for writing. If you truly believe people should boycott Hoyts completely, why bother asking them to change their snack prices? Your letter needs to stick to one clear message.

**Exemplar:** *While watching at home offers convenience and cheaper snacks, the cinema experience is special—but only if the snack prices become more reasonable. By including snacks with ticket purchases, Hoyts could make the cinema experience worth choosing over staying home.*

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■ Your letter tackles a relatable topic—cinema snack prices—and you've clearly felt frustrated enough to write about it. Your opening grabs attention by mentioning that people leave theatres "sad and disappointed," which is effective. However, your arguments need more focus and consistency throughout. In your first body paragraph, the maths example doesn't work properly, which makes readers doubt your research. Try using simpler, clearer comparisons like "a chocolate bar costs \$2 at Woolworths but \$6 at Hoyts." Additionally, your second body paragraph about "missing snacks" drifts off topic—you start talking about not buying snacks at all, rather than about making them free with tickets, which confuses your message.

Your final paragraph creates another problem: you're telling readers to boycott Hoyts and watch movies on "free websites" (which might mean piracy), but simultaneously asking Hoyts to change. Pick one approach: either you're persuading Hoyts to improve, or you're encouraging people to abandon cinemas altogether. Right now, your letter tries both and weakens itself. To strengthen your writing, each paragraph should give one clear reason why *including snacks with tickets would help Hoyts keep customers*. For instance, your second paragraph could explain how hungry viewers can't concentrate on films, meaning they won't return. Your third paragraph might discuss how families choose home viewing because cinema snacks for four people cost too much. Keep every paragraph focused on convincing Hoyts that your solution benefits them, not on telling readers to stop going to cinemas.

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**Overall Score: 41/50**

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## Section 2

635 Springfield Drive

Woodcroft

Monday 6 October

Hoyts and all other movie theatres are now getting overtaken by the comfortable and enjoyable experience at home. Imagine people going to your movie theatre feeling happy and joyful and leaving sad and disappointed. I am writing to you to make snacks free with the tickets that people buy to go watch a movie at your theatres. ~~Many people have been complaining about making snacks free with the tickets that people buy to go watch a movie at Hoyts theatres. Many people have been complaining~~ [Many customers have complained] that the snacks ~~that the Hoyts theatres sell~~ are ~~over priced~~ [overpriced] and not worth the price. Surveys show that people who watch the show after it comes out on free websites are generally more comfortable and happy with the experience they get at home. #1

Firstly, movie theatres should decrease the price of snacks because they are way too overpriced. Imagine people going up to the counter to buy some snacks for the movie but ~~gasp~~ [gasping] in horror when they see the terrifying prices on the electronic screen. ~~Statistics show that the price of the snacks in convenience stores are more than an eighth times cheaper than the prices at the theatres. This means~~

~~you could buy seven packs of snickers at Woolworths and it would cost the same as the price of half a pack of snickers in the theatre store.~~ [For example, a packet of Snickers costs \$2 at Woolworths but \$8 at the cinema—that's four times more expensive for the exact same snack.] #2

The irreplaceable experience of watching a movie at the movie theatre is mostly ruined by the pricey snacks. This means that you ~~can not~~ [cannot] enjoy the movie you are watching and end up leaving in a fit of disappointment. This reservoir of movies has a good environment but not so much of a good experience. My second point is that these snacks are sometimes the key element ~~for~~ [to] having a good time at the movies and that you must not leave in miserable conditions. For instance, many people buy popcorn for movies, right? Imagine putting your hand into your popcorn bucket only to find out that ~~it's~~ [there's nothing there] not there because you thought it was a waste of money. This will leave you hungry throughout the movie. Missing snacks will kill your focus on the movie and you ~~won't~~ [will not] be able to enjoy the entire movie.

~~My final point is why should we buy the movie ticket for an overwhelming price when we can stay at home and be comfortable while watching the movie for free.~~ [My final point is that while staying at home to watch movies for free might seem appealing, the cinema experience offers something special that home viewing cannot replicate.] The tactile environment of movie theatres makes us enjoy it while feeling proud that we are one of the only ones watching it. Although the movie environment feels better ~~we don't have to buy tickets since most movies come out on Netflix a few months after the cinema~~ [, many people choose to wait for films to appear on Netflix rather than paying cinema prices]. This means you can get snacks from home and watch the movie in a comfortable place for significantly less ~~press~~ [expense]. The snacks you get at home are not just limited to popcorn, candy ~~and~~ [, and] drinks, they [; they] can be ~~like~~ your cultural sweets and your ~~favourite~~ [favourite] foods. Watching from home also means you can pause it for breaks to go to the toilet. #3

~~All in all Hoyts is on the cusp of being boycotted and all of the nostalgic memories of Hoyts that you have may be gone due to one thing which is the fact that snacks are too pricey~~ [, Hoyts risks losing customers to home streaming if snack prices remain too high]. Do you really want overpriced snacks for a movie to ruin your joyful experience? ~~What you can do to help solve this problem is start watching movies on free websites and get your own snacks to enjoy the movie with.~~ [By including snacks with ticket purchases, Hoyts can ensure customers choose the cinema experience over staying at home.] Hopefully Hoyts will understand this problem and fix it.

Signed,

Ehan Abdullah

