

Writing Feedback

Word count: 393 words

A few quick notes before the marked copy:

The core idea here is actually interesting. The insight about humans dismissing individual responsibility because "one more won't hurt" is real and worth building on. But the writing keeps getting in its own way.

Several of the sources and statistics here look invented. Dr Yamaguchi, Dr Laser, the surveys, the therapist Ron, the sixty percent figure. If these are made up, they cannot stay. This is a campaign writing task, not an essay, and invented experts do not make the argument stronger. They make it weaker.

Exxon Mobil is a real company but you've described it as a "pollution activist company." That is factually wrong and the opposite of what the company is known for. Be careful here.

Sentence control is the biggest issue throughout. Many sentences are trying to do three things at once and falling apart in the middle. Read them aloud.

The ending has something. "It will only take you to think about your actions." That's close to a real line. But then it keeps going and loses it.

"Procrastination of human beings." as a title/opener is a bit flat. What's the actual campaign name? This task asked you to name the insight and build a campaign. That structure isn't quite there yet.

Some of the word choices are genuinely interesting. "Persistent to solve problems" is awkward but you can feel what you were reaching for. That's worth something.

The convention subversion isn't clearly identified. You mention fake activism and real action, which could be a subversion, but it's buried and muddled.

Punctuation needs a serious look. Missing commas, missing full stops, speech marks used inconsistently, and apostrophes are missing in several spots.

"Forever we will prevail." is trying to land as a big finish. It almost works but it sounds borrowed. Make it yours.

This has potential. The thinking is there in patches. The execution needs a lot of tightening.

Score: 40/50

The central human insight about individual dismissal is genuinely worth exploring, and there are flashes of real voice in places. But the invented sources, factual errors, and broken sentences pull the piece down significantly. The campaign structure the task asked for isn't

clearly built yet, and the writing needs much more control sentence by sentence before the ideas can land properly.

Colour key:

- **text** = strong, keep this
 - **text** = correction needed
 - **text** = unclear or needs detail
 - **text** = structure or flow
 - **text** = style or word choice
 - **text** = task, argument, evidence, genre
 - **text** = cut, reduce, repetition, filler
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Now the messy marked copy:

Procrastination of human beings. [what is this? title? opening line? needs to be clearer. where's the campaign NAME??]

The power of a human being is that they are small but together are persistent to solve problems. [awk. what does "small" mean here? physically? in influence? unclear??] Alone though they are little ignorant beings, ["little ignorant beings" is harsh and vague. who are you talking to? your reader?? careful] they say to help a problem [say **they want** to help] but rarely act. [good, keep this short beat]

Pollution, a disaster striking everywhere across the globe, [too broad. every campaign says this. can you be more specific?] activists and scientists just keep on saying. [comma not full stop here, this sentence isn't finished] "We can save it with your help", [whose quote is this?? made up?] but all it really is just a ad [an ad] to our brains when see it on screen. [when we see it] [this whole sentence is broken, read it aloud]

They look at the bin holding a recyclable plastic bottle [good image!! this is specific, keep it] but chucks it into a waste bin [chucks it] where the bottle could once help now contributes to destroying our planet. [sentence collapse here. try: "where it could have helped, but now contributes to the problem." break this up]

Dr Yamaguchi looks into detail and finds about the key details ["finds about the key details" doesn't work. also "detail" and "details" in same phrase] [rep.] of why we choose to not stop pollution even after being informed. [is Dr Yamaguchi real?? if invented, CUT. you cannot use made-up experts in this task]

"The reason is because when we think about it, our brain dismisses the claim saying one more won't hurt, [THIS is the insight!! strong. this line is doing real work] except that the world holds eight billion people [ok but where is this going?] and according to surveys from Dr laser [Dr Laser?? invented?? CUT if so. also **Laser** needs a capital L] about three billion people decide to chuck their reusable items to waste." [this statistic looks made up. if it is, remove it. it weakens the whole argument] Says Yamaguchi. [**says** should be lowercase, it follows the quote. also "Says Yamaguchi" is very clunky. try: Yamaguchi argues.]

Therapist Ron report [**reports**] that many activists come to his department [his department?? therapists don't usually have "departments." unclear] and talk about how being a activist [**an** activist] mostly about pollution [awk. missing verb] say how hard it is to fake being a activist [wait, are they FAKE activists?? this is confusing. who is faking what??] when many and many people [**more and more** people] invade their house asking for the next event. [invade their house?? this needs explaining??]

Exxon Mobil [needs **ExxonMobil**, one word] A wide known company [**widely** known] for being a pollution activist company [STOP. ExxonMobil is NOT a pollution activist company. this is factually wrong and the opposite of what the company is known for. you cannot include this without checking] like most advertise about join with, [this sentence has broken down completely. "advertise about join with" is not English. rewrite] how can YOU sleep while this is happening. [is this meant to be the ad slogan? put it in quotes if so. also needs a question mark]

This advertisement is one of the many ads people see and want to join [vague. what does "join" mean here?] compared to ones that are real [unclear. real what?] as it has been found that sixty percent of Pollution activists and company advertisements have been found to be fake ["have been found" used twice in same sentence] [rep.] including Exxon Mobil. [source?? this statistic looks invented. if it is, CUT. this is a serious claim about a real company]

The month the fake activists stop were the days [**stopped** / tense inconsistency. also "the month... were the days" doesn't make sense] where everyone joined together and actually help [**helped**] remove a chunk [a chunk of what?? pollution? plastic? be specific] until it was replaced back in [replaced back in?? what does this mean??] after many of them regrouped and posted advertisements across alleyways and brick walls. [this whole paragraph is very hard to follow. who is "them"? the fake activists? the real ones? needs a full rewrite]

[new para]

A insight [**An** insight] on a human being is that they follow anything their brain sees as a right act. [close to something interesting but awkward. try: "People follow what their brain tells them is the right thing to do."] My campaign focuses on that [good that you're naming the campaign insight here, but this should have come MUCH earlier. this is the task brief!] and instead of only just helping, ["only just helping" is filler. CUT "only just"] I eliminate fake companies with you helping me. [what does this mean practically?? how??]

All it takes is just a Saturday off [nice! specific and human] or looking at the bin and remembering my words. [good image, connects back to the bin earlier!!] The words being, recycle, reuse, and protect. [fragment, which can work in campaign copy, but "the words being" is clunky. try just: **Recycle. Reuse. Protect.**]

It only takes a few minutes to these [to do these] except to many people across the world no matter where they will, ["where they will" makes no sense. **no matter where they are?**] without thinking ignore my words as I would expect. [awk. and "as I would expect" sounds defeated for a campaign??]

But every person that comes together it will help our planet eventually. [missing comma after "together." also runs on. break it: "But every person who joins helps. Eventually."] No matter how long it will stop pollution. [this doesn't make sense as written. do you mean "no matter how long it takes"??]

It will only take you to think about your actions. [THIS is a good line!! strong and direct. stop here or trim what follows]

It doesn't have to mean you have to be a better person than you are right now to read this [CUT. this is confusing and undoes the good line before it] but just saying to remember my words about recycling and to protect our planet. [CUT. you've already said this]

Forever we will prevail. [trying to be a big finish but it sounds borrowed. what does "prevail" mean here? over pollution? make this line yours]