

(C)

explicit opening statement Natalie Blake

In my opinion, the growth of the car industry was the most important factor in the economic boom of the 1920's. There were other factors which helped cause the economic boom such as hire purchase and credit arrangement, taxes, advertising and isolationist policies. In this essay I will be discussing the different factors and prioritising them to see which ones are more important than others.
 clear opening paragraph in which you set out your aims.

One factor of the economic boom was the growth of the car industry during the 1920's. Henry Ford ^{can you name this?} paid his workers \$5 a day, which was more than what the average worker was paid.
 DESCRIPTION
EXPLANATION
By giving the workers more money he was helping the cycle of prosperity. The more money he gave to his workers, the more money that was spent on consumer goods. This increased the demand and production of the consumer goods which led to higher employment rate.
 good understanding of the cycle of prosperity

Qualifier

Another factor which helped the economic boom was ~~the~~ hire purchase. Hire purchase was a form of credit arrangement that allowed customers to buy the new luxury items without having to save up for them. This helped cause the economic boom because it led to the cycle of prosperity.
 How? Not enough detail in your explanation

Advertising and cinema was also another factor which helped cause the economic boom of the 1920's. Cinema was invented before the 1920's but in 1928, Hollywood were producing 80% of the USA's cinema. The movie stars reflected the changing attitudes, glamour and wealth in the society.
 DESCRIPTION
Millions of people went to the cinema to see a brand new way of life that they wanted for themselves. Advertising was very helpful for consumers with money because it tempted them to buy more products and luxuries.
 Advertising helped cause the economic boom because it helped the cycle of prosperity.
 EXPLANATION

clear view — explicit judgement

I believe that the car ~~dev~~ development was the most important factor of the economic boom as it helped improve the economy and the living standards. However all of the factors helped contribute to the economic boom and all of them were important. — okay but you need to evidence your view with supporting material — explain how. Saying it is so without evidence is not good enough.

You need to shift the balance in your answer from description to explanation, this focuses your writing more on the question and shifts you into a higher level.

In your conclusion you need to demonstrate any links, prioritise — rank order the factors. remembering to explain (briefly) your choice.

C3

8 marks for two explained factors

2 for SPAG

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