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Introduction

The newspaper is among the most efficient ways of conveying product information to customers. Other methods of conveying information include magazines, radio, direct mail (out door advertising), and digital media like websites, text messages and blogs. Apart from advertising to boost sales, the newspaper can also be used to assure shareholders and employees that the company is successful. Another non commercial function of the newspaper is spreading of propaganda. Newspapers also help in reaching various groups like religious organizations, interested groups as well as government urgencies. However, this article is going to focus on the commercial role of the newspaper.

Mada'inSaleh is found in Saudi Arabia in the city called Al Ula. It was built by Nabataeans during the 3rd millennium (Khairy, par 5). The site has caves, tombs, monuments, rainwater tanks, inscriptions, worship places all carved in the mountain. Initially, tourism was prohibited from the site until 2008 when UNESCO recognized it as a world heritage site. Anybody visiting the site would wonder how people who lived a millennium ago came up with such a fantastic architectural design. The following are observations I made when I visited the site.

I cherish the days when I was a young boy. The memories of my childhood are full of many beautiful events. My childhood was full of family's love. One of the days I will never forget was when I graduated from middle school. I had left the school and had gone back to the house. My family had organized a surprise for me. A party had been organized to celebrate my graduation. Celebrations and eating were all done. Then the time for giving

gifts came. In attendants were my sister and my grand father. All of them gave me their gifts. My father was the first one followed by my mother and then my grandfather. The final gift came from my sister. The gifts were a bicycle, a PlayStation and a tennis racket from my grandfather, mother and sister respectively.

The three essays; effectiveness on newspaper advertisement, the green box and Madain Saleh provide three different forms of writing and constructing a paper and a report. The three essays are an overview of the student's ability to analyze, inform as well as observe in that order respectively. The student then put the overview in writing for evaluation by the tutor. The analysis essay is on the efficiency of a newspaper advertisement, the second is to inform about Madain Saleh and finally, the observation essay is about The Green Box.

In the essay on the importance of newspaper advertisement, the learner is provided with tips of constructing an analysis paper. With the results of conducting advertisement through the newspaper already known, the essay provided a depth insight on how to make these results easily understandable. As a learner I has encountered problems in coming up with an analysis paper without making obvious mistakes. From the essay on the same, I obtained some tips which can now enable me to come up with an analysis paper under any topic.

The revelation enables a reader to have a perspective on the importance of the topic addressed in the essay. This has also made me develop my skills in the creation of a hypothesis when writing an analysis paper. Also included in an analysis paper, is the advantages and disadvantages of the topic in

question. According to Cleary when providing an analysis essay, the writer needs to support his works by measurable evidence (90). In the newspaper essay, an example of measurable evidence is the fact that the newspaper is the most accessible form of communication downward communication. This statement can provide significant insight on whether or not newspaper advertisement is the ideal form of advertisement. Generally, from the essay I gained the required expertise to construct a well written analysis paper.

The informative essay on Madain Saleh has made a huge impact in my writing skills. Prior to the access of this article, I had difficulties in writing a well constructed informative paper. Firstly, this informative essay aims at changing the perception of the society towards Madain Saleh. This is consequently followed by providing the advantages of this particular place. To provide information to the society about something, a paper should aim at giving the society something positive thought about the particular subject (Cleary, 22). For instance, Madain Saleh is defined as an outstanding tourist destination.

The writer of the essay provides their own experience while at the place. Additionally, the bad publicity of the subject should also be highlighted. In an informative essay as highlighted in the essay, coming up with tangible evidence is also important. From the above tips, I changed my construction on how I write informative essays. I was able to differentiate between an informative, an analysis and observing essay. Additionally, I came up with guidelines like product or location promotion when constructing an informative essay. While going through the essay, one is easily intrigued by

the treasures in Madain Selah (Khairy, par 4). This is regardless to the publicity the place has among society members. This can be attributed to the sharpness of the informative essay. The information provided in the essay about Madain Selah is enough to convince an individual that the perception held against the place are false. This is the objective of any informative essay. In sharpening my skills, I emulated the strategy used in this particular essay and the results made my informative essays outstanding.

While writing an observing essay, I used to give personal opinion on the topic of question. I used to give minimal description of the subject. This hindered the effectiveness of the essay to address its objective. From the essay the green box I discovered important tips of how to write a good observing essay. In the essay the writer portrayed his family as the center of perfection. His family was the behind all the happiness he had in life. The center of observation was the green box a gift the writer got from his father. The essay is a description of the observable feature of the gift. This observing essay described the appearance and the content of the subject (Cleary, 107).

These attributes were observable by the first look at the gift. This is a perfect example of an observing essay. Rather than relying on personal perception to describe the subject, the essay described the actual physical appearance of the subject. From the essay a reader could easily interpret the description of the green box. According to Cleary an observing essay should give an exact picture of the subject (34). The author further argues that the

description should be definite and actual. This analysis enabled me to gain the specifications required in designing an observing essay. From the essay I could easily write an observing essay which easily described the actual picture of the subject.

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