

## **Reaction Paper #2: Hidden Costs**

### **Prompt:**

Annie Leonard in *The Story of Stuff* discusses the hidden or externalized costs that don't get factored into what we pay for products. These include damage to the environment, loss of resources and abuse of workers, just to name a few. Similarly, in her book *No Logo*, Naomi Klein discusses the ways that super brand corporations cut costs to sell their brands. For your second reaction paper, you will write an essay that explores these hidden costs and how they help companies make money and hurt the environment and/or people in the process.

### **Requirements:**

- The essay will be 5 paragraphs long
- The essay will begin with an introduction that introduces the three works being discussed (Leonard's *SOS*, Klein Chapter 9 and 10)
- The introduction will contain a three part thesis
- The essay will contain three body paragraphs (one on each chapter we read)
- The essay will refer directly to the readings when possible
- The essay will end with a conclusion that speculates about how knowing about externalized costs might be the first step to changing the system.
- The essay will be in MLA format
- The essay will include a Works Cited list

**Due by the end of class.**

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