



The WP Youth Wing

**“What Is Your Ideal Singapore?”
An Essay Writing Competition (with Facebook)
20th July - 9th August 2009**

TERMS TO PARTICIPANTS

1. Topic

All participants must write on the topic “What Is Your Ideal Singapore?”

2. Eligibility

2.1. Singapore Citizens aged 13 to 30 years old

2.2. Must not be a member of the organising committee, member of the WP Youth Wing Exco, or member of the WP Central Executive Council

3. Format for the Essay

3.1. Your essay must be written in English.

3.2. Your essay must be type written.

3.3. Your essay should not exceed 500 words, excluding the essay title and details of participant. Only the first 500 words will be admitted if the length exceeds that limit.

3.4. The following details must be written at the top of the essay (full name, NRIC number, age, contact number, and email address)

4. How to Participate

4.1. Submit your completed essay to essay@wp.sg from **20th July 2009, 12.00am, to 9th August 2009, 11.59pm**. Only your first submitted essay will be considered.

4.2. The organisers shall post your submitted essay to the **WP Youth Wing (WPYW) Facebook page** within 24 hours of your submission.

4.3. Encourage your friends to join as a ‘fan’ of the WPYW Facebook page, because only ‘fans’ can ‘like’ your essay. Join as a ‘fan’ yourself too!

4.4. Number of ‘Likes’ for each essay will be recorded on **15th August 2009, 11.59am**. So to have more ‘likes’, do submit early! Remember that ‘likes’ make up 40% of your total score.

5. Prizes

1st Prize: Borders Gift Voucher (worth S\$150)

2nd Prize: Borders Gift Voucher (worth S\$100)

3rd Prize: Borders Gift Voucher (worth S\$50)



The WP Youth Wing

6. Collection of Prizes

- 6.1. Results will be announced on the WPYW Facebook page on 17th August 2009.
- 6.2. Prize presentation ceremony will be held on 22nd August 2009. Winners will also be informed by telephone and email of the time and venue.
- 6.3. Uncollected prizes will be donated to charity.

7. Scoring Criteria

7.1. Number of Facebook Likes (40%)

The formula for calculating this aspect of your score is as follows:

$$\frac{\text{No. of Likes for your essay}}{\text{Highest No. of Likes Obtained by an essay}} \times 40$$

7.2. Judges' Scores (60%)

- **Content (50%)**
 - Essay value (30%)
 - What was the writer's "Ideal Singapore"?
 - Was the message clearly defined?
 - Were the ideas original or have they been repeated over time?
 - If they have been repeated, were they treated in a new way?
 - Effectiveness (20%)
 - What was the purpose of the essay?
 - Was the purpose accomplished?
 - Did the essay contribute to the reader's knowledge and stimulate thought?
- **Clarity (30%)**
 - Organisation (20%)
 - How was the essay structured?
 - Did it have a clearly defined opening, body, and conclusion?
 - Was the essay easy to follow?
 - Did the essay have a logical sequence?
 -
 - Correctness (10%)
 - Did the essay use proper grammar?
 - If slang was used, did it make a point?
 - Were the words written appropriate to the message?

The WP Youth Wing


- **Creativity (20%)**
 - Craftsmanship (15%)
 - Was the essay written in a way that was original and distinct?
 - Were there any words or sentences that were creatively, beautifully, and elegantly formed?
 - Impression (5%)
 - How did you feel when you read the essay?
 - What was your personal reaction to it?

8. Others

Organisers reserve the right to decide whether to post your submitted essay to the WPYW Facebook page, in cases where the organisers deem the essays to be not suitable for posting.

SCREENSHOT OF THE WP YOUTH WING FACEBOOK PAGE

<http://www.facebook.com/wp youth>



The screenshot displays the Facebook profile for The Workers' Party Youth Wing (WPYW). The page header includes the Facebook logo and navigation links (Home, Profile, Friends, Inbox). The profile picture is a stylized 'WP' logo. The page is titled 'The Workers' Party Youth Wing (WPYW)' and has tabs for Wall, Info, Photos, Boxes, Discussions, and Notes. A post from July 2, 2009, at 1:42pm, reads: 'We just got our Facebook username: <http://www.facebook.com/wp youth>'. The post has two likes from Angela Faye Oon and Timothy Tay. A comment from Andrew Loh on July 1, 2009, at 2:23pm says: 'Nope. Not celebrating. Then again, I am not a "youth". Ha.' Another comment from Yoong Ee Chuan on July 1, 2009, at 2:52pm says: 'Youth is an "attitude" of the mind! :-)' The left sidebar shows the page's information, including the founding year (2005) and a list of fans: Jenson Yang, Athena Wang, Nathaniel Koh, Angela Faye Oon, Swee Bee Ng, and Peisi Lai. The right sidebar contains advertisements for Facebook Ads, Home Laser Hair Removal, and Fun Connection At Zoo.