

Essay: Ad Analysis
ENWR100: Introduction to Writing
Instructor: Emily Isaacs

Preparatory Activities (completed in-class or as homework, over a few days)

- A. Review several ads, in small groups and as a whole class, identifying details and significant images and text.
- B. B. Read an ad analysis article (such as Lutz' "Weasel Words") and then locate an ad where the advertising principle(s) under discussion are used by the advertisers.
- C. Read an ad analysis article and then locate an ad that has no words on it. Write out a short paragraph that might be included by advertisers, and which uses the strategies that the writer has detailed.
- D. For a class meeting, bring in two ads from print or video (bring a laptop to it can be shared) or any medium that is easy to transport to class. Prepare to explain to a peer how it is that the ad experts from the readings would analyze the ads you have chosen.

Paper Assignment

Write a three-page ad analysis of a print advertisement of your choice. The ad you analyze can be one you selected for a previous day's homework, or it can be a new one. For this first formal essay, draw on theories and ideas from the readings to write a critical analysis of an advertisement that furthers your own ideas about the specific ad or about the world of advertizing more broadly.

Draft One:

Draft two full pages in which you closely analyze your ad and have a central claim that you develop and that explains your point of view on the ad. In your central claim you can take any position you would like, but you must have a point of view about the ad.

In-Class: In-Class Writing. Whole group and pair peer review. (Need class volunteer to share essay for whole class workshop.) Review criteria for evaluation. End class with a self-assessment and revision plan. At close of class, in one paragraph, write yourself a note about what you intend to do to revise your paper.

Draft Two:

In this revision you will need to significantly revise your paper. Revision means cutting whole sentences and paragraphs, adding other sentences and paragraphs, re-arranging words and sentences.

In-Class: More peer review and/or selected revision activities.

Draft Three:

For this draft, polish the essay for clarity of prose. The last piece to re-write is probably the introduction. Submit for professor review!