

**Essay #2: Advertising
Final Draft**

Due:

Length: 3-4 pages (please also include previous drafts attached to the back of the final)

Format: Double spaced, Times New Roman 12-pt. font

Grade: Worth **% of your final grade

This essay should explore the subject of advertising through an analysis of an advertisement as well as a discussion of “Advertising’s Fifteen Basic Appeals,” “The World of Doublespeak,” and/or “Male Body Image in America.”

To successfully complete this assignment you should include the following in your essay:

1. **Introduction:** Tell your reader the subject of your essay, in this case advertising. You might also talk in general about the role that advertising plays in our society. Make sure you also state your main point/argument about advertising or what your advertisement shows about advertising.
2. **Ad Analysis:** Include a description of the images and associations you find in the ad you have chosen to discuss. Also describe what the ad is trying to sell and how the ad persuades its viewers. Finally, make sure you explain to your reader how your analysis of this ad relates to your main point/argument about advertising.
3. **Two Quotes from Your Readings:** Choose two quotes from the Lutz or Fowles (or Luciano) essays that relate to your main point/argument. Remember to create a “quote sandwich” for each (i.e. make sure you use your own words to “sandwich” the quote. Introduce the quote, present the quote, and then explain how the quote relates to your main point/argument).
4. **Conclusion:** Here you can recap your paper and your main argument. You can also explain to your reader the reason it is important to think about the role that advertising plays in our lives. You might also even suggest changes that you think need to be made in advertising.

You may decide to add more to your essay or to arrange your body paragraphs in a different order, but just remember to include all of the parts listed above.

Keep in mind that your instructor will grade your paper by considering

- How well your paper sticks to and develops your main point/argument.
- Your organization of the essay as a whole as well as each paragraph.
- How well you provide details of your ad and the essays.
- How well you explain how those details relate to your main point/argument.