

Essay #2: Advertising
Exploratory (First) Draft

Due:

Length: 1.5 -2 pages

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

Instructions: Choose an advertisement that you think is complicated and that presents interesting (even frustrating) images or ideas and write an ANALYSIS of the ad. Make sure to attach this advertisement to the back of your draft.

Although there are many ways of organizing your draft, make sure your draft includes:

1. **Detailed Description of the Ad:** Imagine that your reader did not have a copy of the ad you are writing about, and give your reader all the details you think she would need to know what this ad looks like. Imagine you are painting a picture for your reader and you want to provide as much detail as possible. If you get stuck, ask yourself the 5 W questions (although you don't have to answer all of them or use this particular order):
 - WHO is in the ad? Is this person/group of people well known? What does this person/group of people look like? What is each person wearing? What is the expression on each person's face? What is each person doing in the ad? How is each person posed?
 - WHAT is in the ad? Are there objects in the ad? Are there words in the ad, and how might these words relate to the images? What is the scene of the ad?
 - WHEN does this scene take place? Is it nighttime or daytime or is there another type of background? Is there a particular event taking place or about to take place? What mood does this advertisement present?
 - WHERE did you find this ad? What type of magazine did this ad come from? Who is the audience for this particular magazine? For this particular ad?
 - WHY do you think advertisers created this ad? Why is it supposed to be appealing to a particular audience? [This *why* question is one that you will continue to answer in steps 2 and 3]
2. **Associations/Ideas/Ideals in the Ad:** What does this ad make you think about? What do we "read into" in the advertisement? What is suggested and how? Is it making any "appeals" that Fowles writes about? How is it making an appeal?
3. **Persuasion in the Ad:** What is the ad trying to sell? How do the sellers use the ad to persuade the audience? In what ways does it persuade? Do you think this is a successful ad? Does it successfully convince you to buy the product? Why? Is this ad misleading in any way?