

**Essay #2: Advertising and the Media**  
**Final Draft**

*Possible readings for this unit essay are "I Want to Be Miss America," "Advertising's 15 Basic Appeals," "Male Body Image in America," and "The Media's Image of Arabs."*

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

As we discovered in this unit, the media and advertisers are effective in portraying stereotypes and exaggerated ideas of gender, culture, and race. For this essay, you will be choosing two ads from a magazine or a website in order to discuss how advertising forms our ideas about gender, culture, and race. You will also selectively cite from one reading from this unit that relates to what you found in your ads.

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, issues of gender, race, and/or culture in your advertisements and what this reveals about advertising in general. Make sure you also state your main point/argument about advertising or what your advertisements show about advertising.
2. **Ad Analysis:** Include a description of the images and associations you find in the ads you have chosen to discuss. Focus in particular on issues of race, gender, or culture related to these ads. Also, make sure you explain to your reader how your analysis of these ads relates to your main point/argument about advertising and the gender, racial, and cultural images it presents.
3. **Two Quotes from Your Readings:** Choose two quotes from any of the readings we have done for this unit 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 and how it shapes images and ideas about race, gender, and culture. 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.