

**Essay #2: Advertising
Mid-Process (Second) Draft**

Due:

Length: 2-2.5 pages

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

Instructions: Now that you have written down a detailed analysis of the ads you chose, think about how you can add a discussion of at least one of the readings from this unit and how readings relate to your ads. For example, can you identify any of Fowles's appeals in your ad? Do either of the ads perpetuate cultural stereotypes in a way that makes you think about Shaheen's or Alvarez's essays? Do either of the ads address issues of gender that relate to what Alvarez or Luciano say in their essays?

Your ultimate goal for this essay is to try to make an argument about your advertisements and/or advertising in general in relation to issues of gender, culture, or race. You want your statement to be something like, "My advertisement shows _____ about how advertising shapes our images of gender, culture, or race" or "Advertising portrays gender, culture, and/or race in a positive/negative/stereotypical/accurate ways, and examples of this are my advertisements which show _____ about gender/culture/race."

If your ads portray gender, culture, and/or race in different ways, your main argument may be something like, "While one of my ads reveals _____ about gender, culture, and/or race, my other ad reveals _____."

Your first step in composing your second draft should be to read carefully through your first draft and then complete the activity below.

Write your responses on a separate sheet of paper or your first draft.

1. **What's your main point/argument?**
 - a. **What is the strongest statement you make about your advertisements and how they relate to issues of gender, culture, and/or race.** Try writing it in one or two sentences.
 - b. **What statement do you want to make about how advertising in shapes our ideas about gender, culture, and/or race?** After carefully writing about your ads and doing the readings from this unit, what do you think your ads show us about advertising and how it shapes gender, culture, and/or race? For example, do you think it reinforces stereotypes? If so, why? Do you think it provides positive or negative views of gender, culture, and/or race? [Try writing this in one or two sentences]
2. **Plans for further developing/revising your essay:**
 - a. **Think about your statements in question 1.** Can either one of these statements work as the main point of your essay (you can think of this as your main argument or your central claim)?

