

Unit Essay #2: Advertising
ENWR 105: College Writing I
Instructor: John Woods

Your second essay will be a critical analysis of an advertisement. Choose one print advertisement from any source (except for our textbook). You will provide a close analysis of the ad, as you did in class, and as the writers have done in the essays we've read for this unit.

Note: Keep a copy of the ad, as you will submit it with your paper.

As always, you will offer a central claim statement. It will be a statement about what the ad is really saying (below the surface), about its purpose, about the creators' reasons for producing it.

Ultimately, what does the ad say about the culture that surrounds it? Then you will support it with a series of observations about the ad. Be sure to show your reader, through careful analysis, exactly how these observations support your central claim statement. You must refer to at least one writer we've read in this unit to support your ideas. And you must use proper MLA citation of this source.

Some good brainstorming questions to begin with are:

- What story is this ad telling?
- Who is the target demographic?
- What time period is the ad from?
- What emotion is the ad appealing to?
- Where did you find this ad? What does that tell you?
- What response does the ad hope to get from its audience?
- Who created the ad?

After you've made an observation about what the ad says about the world the surrounds it (its *context*), you've only got half of your central claim statement. The other half is offering your reader a *reason* for the point that you have made.

Keep in mind what is expected of each draft. Your first draft should be a complete essay with a clear argument and structure (based on your outline). The second draft should be almost complete, including fully fleshed out explanations and evidence that are presented in the most effective order possible. Your final draft will be a completely polished and finished essay, with a **Works Cited** page.

Remember that every body paragraph should follow this structure:

1. Statement (topic sentence)
2. Explanation (tie your topic sentence to your central claim statement)
3. Evidence (give examples, tell a story to substantiate your statement)