

Denise Van Horn

123 My Street

El Paso, TX 79938

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Kelli Wood
9570 Gateway Blvd. North
El Paso, TX 79924

Dear Ms. Wood:

The Always commercial that I analyzed in the attached essay, stood out to me because I have a daughter in the addressed age group. When I noticed the different reactions we had to the ad I knew I had to address both sides in my analysis.

I did describe the two sides and how advertisers can address two groups with different messages in just one ad. It was a bit of a struggle to stay on topic sometimes, but I think I handled it well in the end. I liked realizing during this assignment that one message can be understood in such different ways. One example of that is when I wrote, "Always also makes it personal to other viewers when the boy has to consider that he might have indirectly insulted his sister; this makes the viewer consider young females in their lives that might negatively be affected by this insult, and that's where this advertisement plays on the viewer's guilt." Here I think I was able to look beyond the general statement in the ad and glance at another level of the message.

I did this essay's format in APA because I will be moving on into studying the sciences and welcomed the opportunity to practice. As you know I had some problems with the formatting of citations, please let me know if I have done so correctly now.

Thank you for taking the time to check my work. I look forward to your response to this essay and know that it is the first in many analysis essays I'll be writing for college.

Sincerely,

Denise Van Horn

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