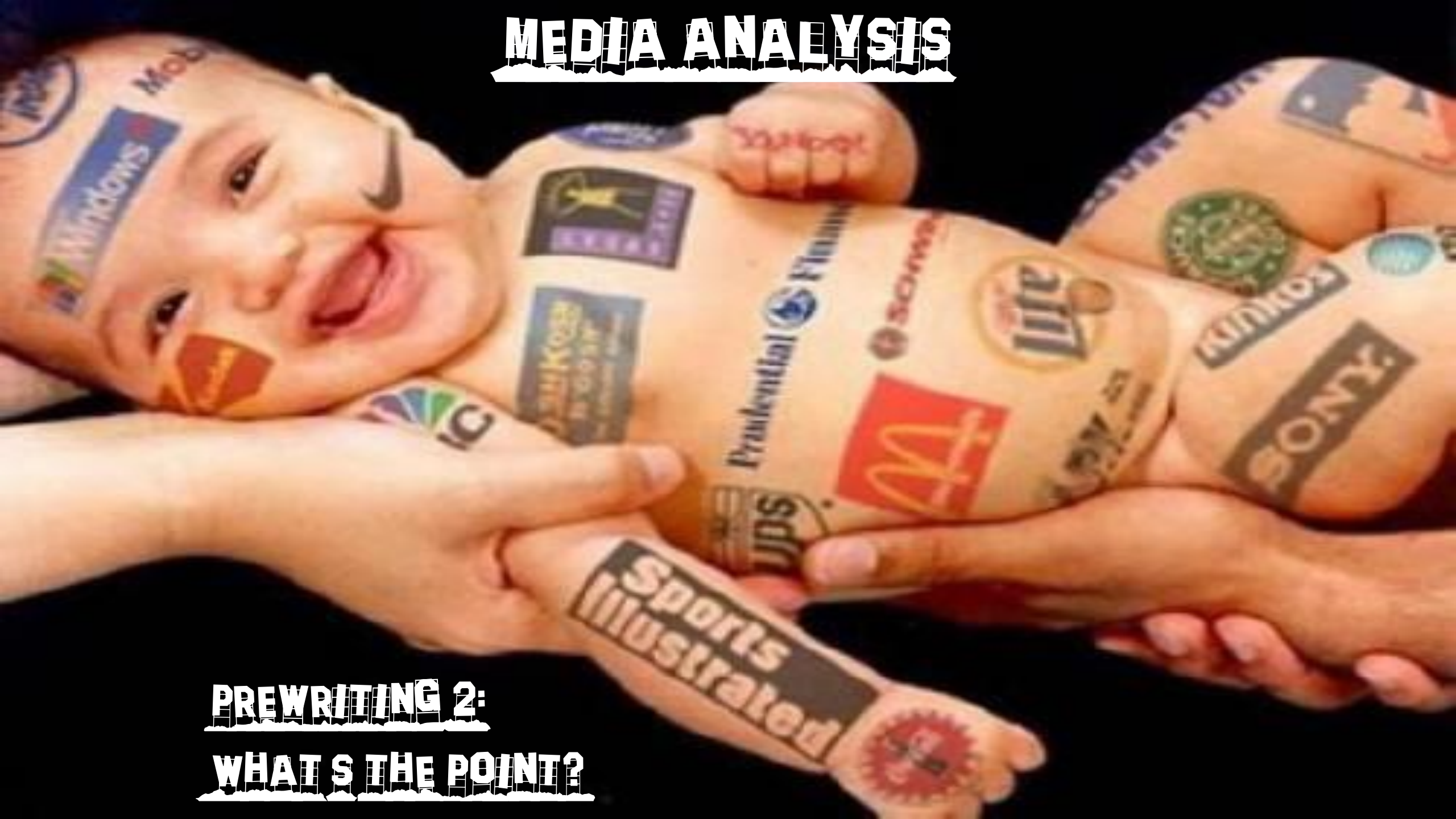


MEDIA ANALYSIS



PREWRITING 2:

WHAT'S THE POINT?

THE PATH TO A THESIS

In order to figure out what you want your main point to be, you have to begin by looking at your evidence and asking what it says between the lines about contemporary culture: values, goals, acceptable roles in society, etc.

How do those things you noticed in both your description and your notes in the last prewriting symbolize or communicate any of those things? In other words, explain the comment that makes on society, consumers, or the various groups it's targeting or portraying.

So, we go back to our writing and ask what these things mean.

FIRST FIND MEANING: PRINT AD

Details from the Ad	What they suggest or imply
<p>Bare room with very few toys. There are no toys that use batteries visible in the picture</p> <p>The setting: The pink walls and the dollhouse</p> <p>The kids: The kids are very young—about 3 or so, both are white and blonde</p> <p>The text “Never let their toys die”</p>	<p>This suggests that it’s not really a room the kids play in, more like a place to hide. If they’re hiding it implies that they may be up to something</p> <p>This suggests that it’s her room. If she’s in charge, she’s making the moves. That implies she’s the bad one—the slut.</p> <p>They are not able to make good choices since they’re so young. Whatever happens to them as young kids will make a difference the rest of their lives.</p> <p>Young white kids shouldn’t be doing these things</p> <p>This seems like a threat or a command and implies they wouldn’t be doing what they’re doing if they had toys with working batteries.</p>

FIRST FIND MEANING: TV AD

Details from the Ad	What they suggest or imply
<p data-bbox="428 425 1228 596">Attractive-looking females and handsome-looking men are used to identify the single lifestyle. Throughout the commercial, there are young people flirting and meeting each other.</p> <p data-bbox="428 692 1228 863">He explains all the things he could buy with the money he would use to pay child support if he had a child. For example, he could have a new BMW every two years or a very luxurious home.</p> <p data-bbox="428 1002 1141 1088">“Phallex condom puts a layer between you and poverty,”</p>	<p data-bbox="1286 425 2109 554">This advertisement contributes to the image of young people being shallow and only focused on going out to party. (Stereotype of young adults)</p> <p data-bbox="1286 692 2094 906">It assumes that for men today it’s more important to have a nice new BMW in their driveway every two years than to have a child; moreover, it promotes the idea that the status symbols are more valuable than children are.</p> <p data-bbox="1286 1002 2102 1173">Reassures the viewers that Phallex condoms cares for the financial status of its customers. (Businesses and corporations are concerned for the public welfare. –Davis)</p>

All points for this ad are from Christian Davis’ “Beamers Before Babies.”
Read the essay on the webpage for this essay.

NOW, SO WHAT?

Once you've looked at what specific moments or things imply, it's time to think about a thesis. In formal essays, the thesis is central. It serves as a guide for what your essay will do. All college-level formal essay should have a clearly stated thesis. Simply put your thesis is the point that you are arguing or explaining; it is the final idea you arrive at after you've considered the facts and drawn conclusions about them. There are some keys to a good thesis:

- It must go beyond a fact or obvious conclusion that can be drawn.
- You must be able to find logical, credible evidence to back it up—in this case those are your examples from the ad.
- It must be developed as a clear statement: **NO questions!**
- It is placed at the end of the introduction.

DEVELOPING YOUR THESIS

In developing your thesis for this assignment, your job is clear: you must decide what myth, value, stereotype, or assumptions your ad is communicating between the lines.

First, begin by looking over the things you've noted in your last prewriting. Consider other readings you've done since. What is it you think your text is saying between the lines? What comment does that reveal about contemporary culture: values, goals, acceptable roles in society, etc.

How would you write that out in one concise sentence?

A WORKING THESE

Here are some answers to those questions:

Never Let Their Toys Die

This ad, while initially cute, is telling a different story between the lines. A close look at it will reveal that it appeals to its audience using fear, and also perpetuates the myth that people, especially women, are soiled from a very young age and that distracting children with electronic devices can save them from themselves.

Phallex Condoms

The integrity of young people and the values of men are being stepped on, and through this advertisement, the message that material things are more valuable than family, and that men are more interested in material things than family is being sold.

1. Write out some ideas about what the things you've noticed in the ad show or mean between the lines. You can use the chart style I used on the previous pages if you'd like.

Implications/In between the lines

The bare room suggests that it's not really a room the kids play in, more like a place to hide. If they're hiding it implies that they may be up to something—doing this is bad!

The pink walls suggest that it's her room. If she's in charge, she's making the moves. That implies she's the bad one—the slut.

They are not able to make good choices since they're so young. Whatever happens to them as young kids will make a difference the rest of their lives.

Young white kids shouldn't be doing these things

The text seems like a threat or a command and implies they wouldn't be doing what they're doing if they had toys with working batteries.

PREWRITING 2

SAMPLE

2. Write out your thesis. Answer this question to get it:
What is it you think your text is saying between the lines and what does that show about contemporary culture: values, goals, acceptable roles in society, etc.

Thesis: This ad, while initially cute, is telling a different story between the lines. A close look at it will reveal that it appeals to its audience using fear, and also perpetuates the myth that people, especially women, are soiled from a very young age and that distracting children with electronic devices can save them from themselves.

3. Cite your source.

Use your *Writer's Reference* to cite the ad or ads you're using. Remember you need to combine the instructions for online video and an advertisement, or print and an advertisement to do this.

Reference

Energizer [Advertisement]. (December 2007) *Never let their toys die: Pants*. Retrieved from Ads of the World website: https://adsoftheworld.com/media/print/energizer_pants

PREWRITING 2

1. Now that you've described your text and noted some things that stand out, go back and look at those things again. What do those things imply? Make a list of those things and for each one write out the implication, myths, values, ideas or cultural stereotypes that are implicit. (You should have at least three.)
2. Think about what your text is saying between the lines? What comment does that make on society, consumers, or the various groups it's targeting or portraying. Write that down in one clear statement. That's a draft of your thesis.
3. Write out the works cited citation for your ad(s). Make sure to read and follow the instructions in your *Writer's Reference* APA chapter.