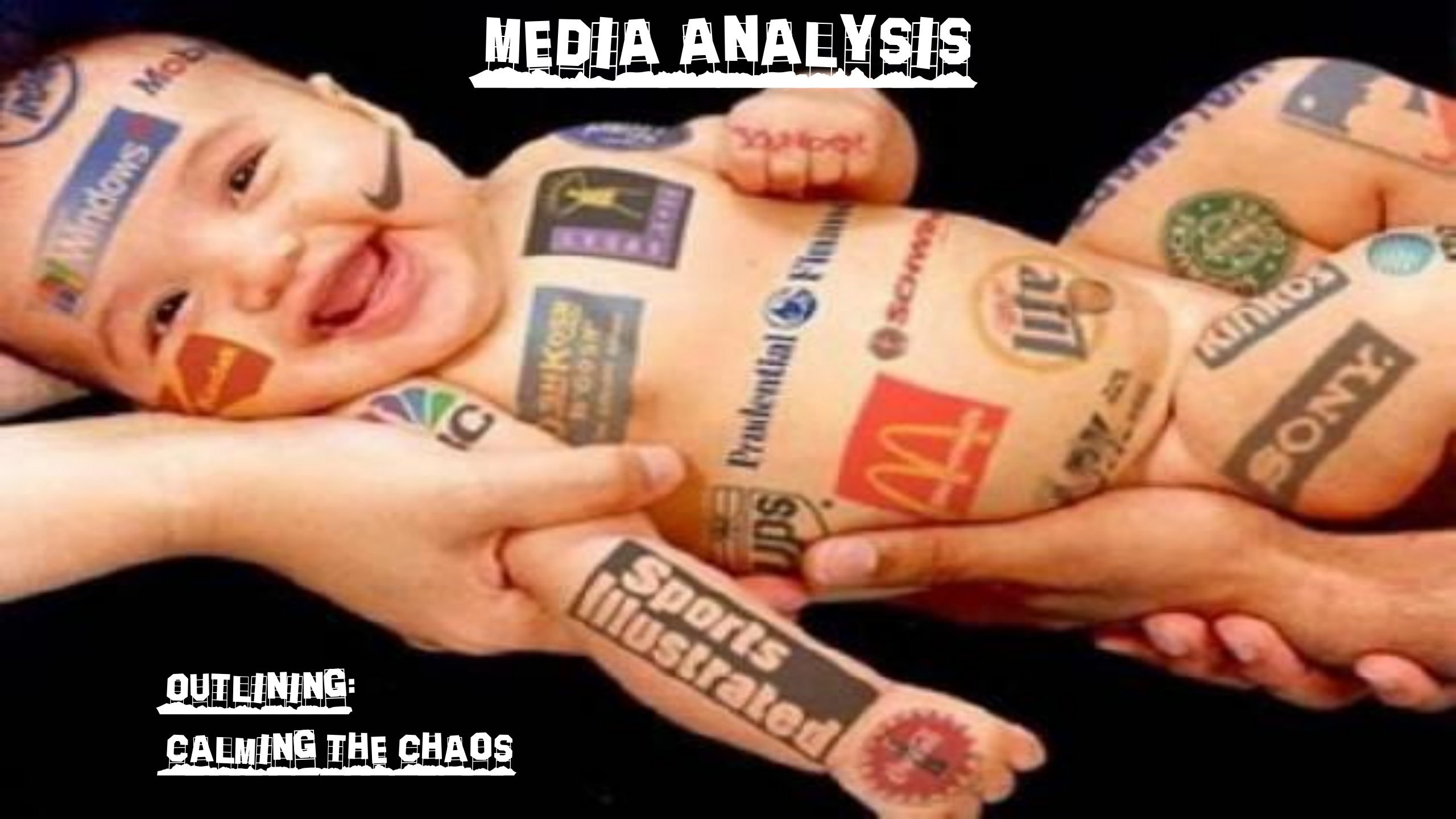


# MEDIA ANALYSIS



OUTLINING:

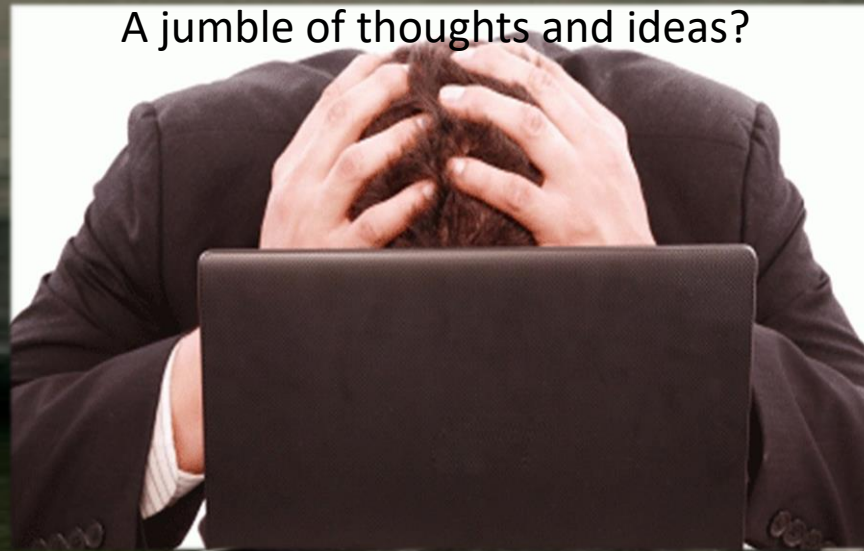
CALMING THE CHAOS



Does  
your  
head  
hurt yet?



Feel like it's in a  
vice?



A jumble of thoughts and ideas?



Ready to chuck it all  
and run away?

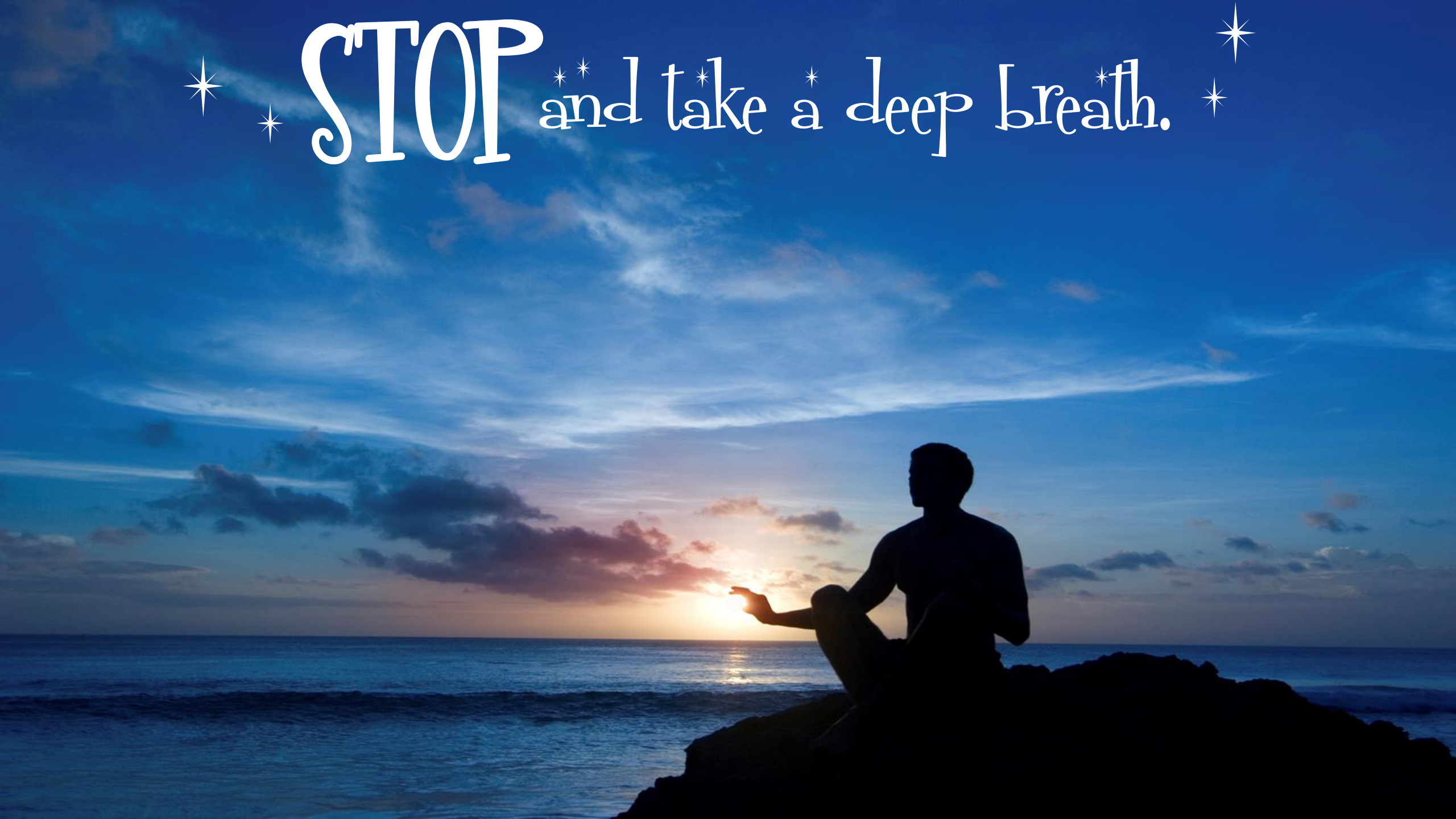




**You're doing it right!**

Now, it's time to . . .

STOP and take a deep breath.





This type of writing will often seem confusing during the process, and very likely afterwards as well. Like any good workout, it doesn't start out easy, and as your brain flexes its analytical muscles, the exercises will continue to get tougher.

However, like exercise, your analytical muscles will develop a strength and flexibility. Working through the confusion and disorientation makes you mentally stronger and more able to untangle the critical issues you'll face in your professional life.





At this point you've done a lot of reading and have looked at your ad over and over.

Now it's time to slow down and put it all together.



To do that, we need to go back to the basic structure for the argument essay.

## I. Introduction

A. Set the context: discuss the topic or situation

B. Name the ad and the product/company

C. Provide your thesis: explain what this ad reveals about contemporary culture: values, goals, acceptable roles in society, etc.



## II. Body

A. Describe the ad so that your readers can see it.

B. \*Analyze (Do this with each element or point about the ad you bring up):



- i. Reason: What's one main reason you have for believing your thesis? Or, what's one aspect of the ad that supports your thesis? Express that in a clear topic sentence.
- ii. Evidence: Give a specific example from the ad that supports your thesis
- iii. Analyze it based on the instructions provided in the readings we've done
- iv. Interpret that using not only your ideas, but also bringing in either quotes from the readings we've done in class, or from other articles noted on the Essay 3 webpage.

\*Repeat the steps in B until you're finished discussing the points you're making.



### III. Conclusion

#### A. Bring it all together:

After looking at the various parts of the ad, what does it all add up to? What does this ad reveal about contemporary culture: values, goals, acceptable roles in society, etc.

Most importantly, how does it affect the way we see ourselves, each other, the world around us, etc.?



## IV. References page

### A. Make sure to cite:

- i. The ad or you use
- ii. Two other sources marked on the Essay 3 webpage.

### B. Format correctly

1. Read and follow the instructions in your handbook for how to cite
2. Alphabetize according to the first word in the citation
3. Make sure yours looks like the sample in the book (that includes spacing, hanging indent, font size, etc.)
4. Make sure it's part of your paper—once you finish writing your essay, press Ctrl+Enter to get a hard page that will still have your running header on it





# Outline Form

E3, PW 3: Outline Draft

1

Generating Ideas

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## **Ideas for your Introduction**

What is the product, company, and ad you're writing about?

---

What is your main topic and what are some general ideas you want to share to start off your essay?

---

---

Thesis: What is being sold between the lines, or how is it being sold? (What it reveals about contemporary culture: values, goals, acceptable roles in society, etc. and/or what techniques are being used and how do they persuade and/or appeal to a specific audience) Write it out in one complete sentence.

---

---

Are there any quotes from our readings you want to use when you are talking about this? If so, note that here:

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---

# Outline Form

**On the next pages**, you'll outline your main points and examples, along with some notes on the conclusions you've drawn about each one.

NOTE: You might just have two main points if they're longer, or you might have four. Feel free to make notes for any extras on your own.



# Outline Form

E3, PW 3: Outline Draft

2

Generating Ideas

---

## **Major Points for the Body**

Topic Sentence/One thing this shows about your thesis, or one way in which it illustrates it (one thing being said between the lines):

---

---

Evidence: A specific example from the ad that shows this:

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---

How does that example show you this? How is that topic sentence idea being shown between the lines and how is this an example or part of saying something about values, goals, acceptable roles in society, etc. Include any quotes from our readings you want to use when you are talking about this.

---

---

# Outline Form

E3, PW 3: Outline Draft

5

Generating Ideas

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## Ideas for your Conclusion

In the end, what's the big deal, or the big "so what"? Consider any of these questions to help you generate ideas. (Not all of these will apply to your topic.)

- What does show about how society sees this group or idea?
  - How do multiple messages of this kind effect the way we think about ourselves or those around us?
  - What ideal does this push and why is that a good or bad thing?
  - How does being aware of this help us make better choices?
  - Integrate quotes or make notes on them as you write out ideas here.
- 
- 

## References

List all sources you use here. **You must have at least two from our readings/webpage** ([www.kelli.ninja/essay3.html](http://www.kelli.ninja/essay3.html)--the ones with the \*) and you must cite your ad(s).

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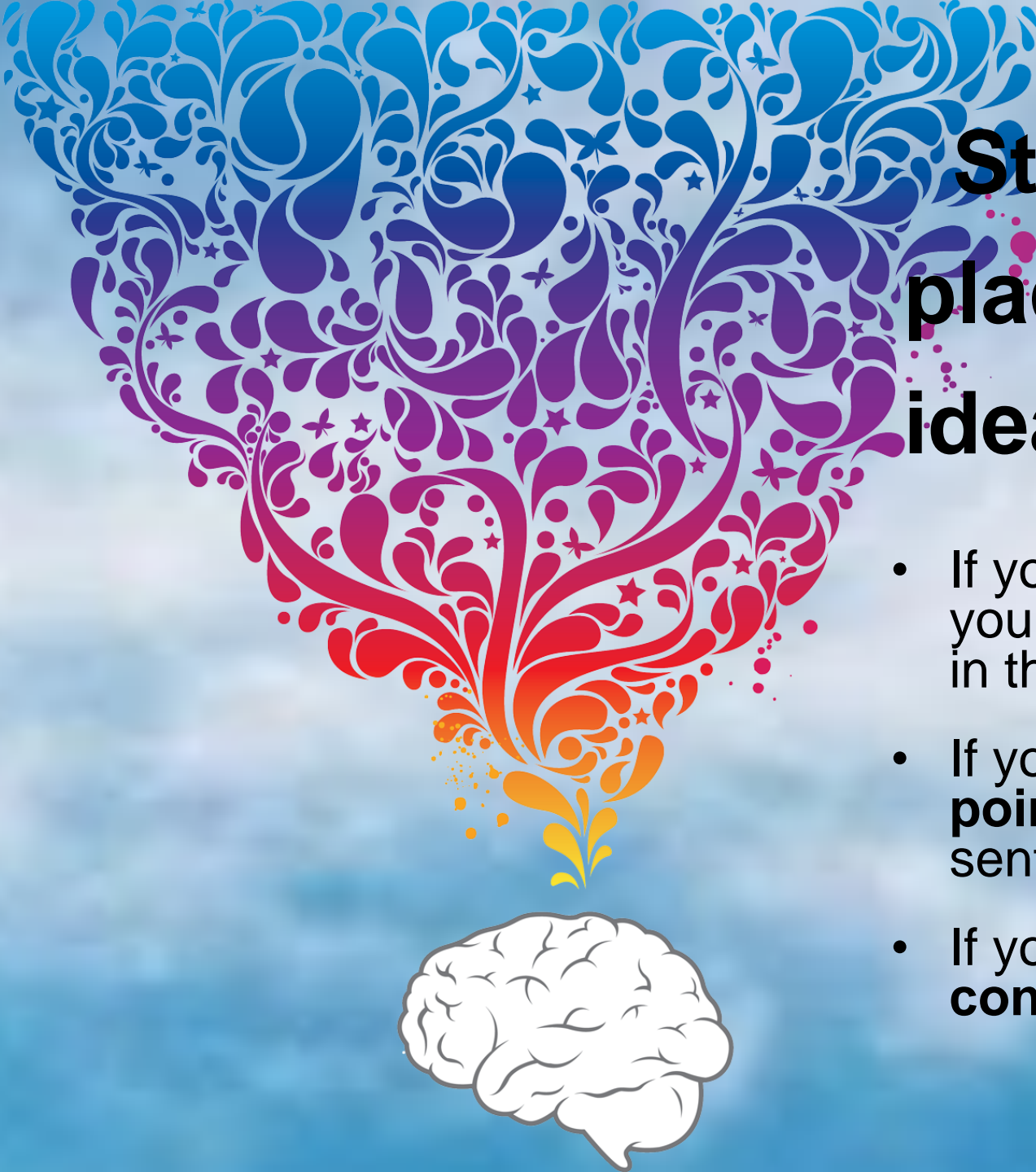


# Outline Form

## Using These Ideas

Use this outline to help you draft your essay.

- NOT INCLUDED HERE: the description. See your Prewriting 1. Develop and refine it, then make sure and get it into your essay.
- In your body sections, make sure you start with clear topic sentences, then give evidence from the ad, and after that explain it.
- You do not have to have 3 points in the body; you could have 2 more deeply developed points, or you might have 4 points. There's no magic number, but you must show deep thought in your analysis.
- You should have a References page as part of this paper.
  - At the end of your conclusion, press Ctrl+Enter, or Insert a Page Break. Begin your References page at the top of that final page. Make sure to look at the sample and format accordingly by reading and following the instructions.
  - (Or just use the Word APA Style Paper template: [http://tiny.cc/word\\_apa](http://tiny.cc/word_apa))
- I'll give you up to 5 points extra credit for including an abstract with keywords—properly formatted and all that other English-y stuff.



# Start with the places you have ideas.

- If you know what **evidence** you want to use, start by filling in those spots.
- If you know what your **main points** are, get those topic sentences done first.
- If you have an idea for the **conclusion**, start there!

Breathe

