
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:

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.

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:

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.

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

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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)
- 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.