

123 My Street  
El Paso, Tx 79924  
April 27, 2019

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

Dear Ms. Wood:

Enclosed is my essay “The Power of Advertisements.” In writing this essay, I have tried to not only analyze and describe both ads, Thai Life Insurance and The Precinct Studios, but also show how each advertisement moves their audience to have different emotions.

Overall, I feel like I clearly express how Thai Life Insurance makes us fall into their advertisement by using positive emotional transfer; meanwhile, The Precinct Studios uses fear. I provide a good description of each in my essay. Also, I feel like I clearly explain how advertisements use their audiences' everyday purposes to get them to give into their products. One of my favorite moments of my piece was when I said, “You never know the impact you have on a person's life by simply being nice.” I think this description consolidates the variations of emotions because it's one of the emotional techniques they use to convince us. One of the things that I enjoyed most was how I was able to express and analyze both ads based on their common purposes.

On the other hand, I am still a little rusty on some of the semicolon and colon rules. I have been trying to work on them, and I hope this essay proves how hard I've been studying those rules. I am also not sure if I analyzed these two ads correctly and whether I used enough description.

I hope to grow from this writing experience. My goal throughout this semester is to get better and improve on the essay writing level. I look forward to both good and bad feedback from you, and take it as a learning experience. Thank you for taking the time to give me feedback. I look forward to hearing from you soon.

Sincerely,

[I would sign here]

Jasmine Gomez-Cobb