**Media Analysis Workshop**

**GET STARTED—Read these instructions carefully:**

* Copy and paste the chart below and put it in your classmate’s essay document.
* Follow the instructions in it.
* With your comments in the chart, replace the instructions in blue and brackets with your response.
* When instructed you will be highlighting on the chart below and in your classmate’s essay—**(you can also change font and color, but you need to indicate which one you used on the chart).**
  + Use readable colors!
  + If you’re not sure how to do the highlighting, do a quick internet search for “how to color highlight text in [put in the name of the word processor you’re using].”
* For all yes/no questions, simply delete the one that does not apply.
* Add in comments where indicated—if it was easier to comment in the essay, just make a note of that.
* Don’t forget the good stuff!!!!!!!!

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| --- | --- |
| **Comments by:** | **[Your name here]** |
| **Comments for:** | **[Your classmate’s (letter writer) name here]** |
| **WATCH THE AD; READ THE ESSAY** | |
| Begin by viewing the ad your partner is analyzing—you should find the link to the ad on the references page. Then read the essay through. | |
| **LOOK AT THE BODY OF THE ESSAY** | |
| Next Highlight the Body: This should be very colorful. If it's not something from the ad or something the writer thinks, what is it? Don’t be shy with your coloring. Always ask yourself, "is this something that was said, done, or shown in the ad?" If so, that's evidence.   * Highlight all evidence in one color. **Highlight this sentence in the color you used for evidence.** * Highlight all interpretation in another color. **Highlight this sentence in the color you used for evidence**. | |
| **THESIS** | |
| **Highlight the thesis in a different color. Highlight this in the color you used for it.**  Find the thesis. Don't just look at the introduction; look at the conclusion as well. Highlight what you think best represents the thesis. If it’s not there, write out what you think the overall meaning is here.  **[Type your comments or suggestions here]**  **Yes No** Does the thesis discuss the myth or value being sold or advocated in the ad or show?  **[Type any comments or suggestions here]**  **Yes No** Is the thesis clearly crafted and followed up throughout the work? If there are any places the essay gets off topic, note them here.  **[Type any comments or suggestions here]** | |
| **PROVIDE SOME HELP WITH THE TECHNICALITIES AND CONTENT** | |
| **Format/Professionalism**:  **Yes No** Is the essay correctly formatted? If not, what needs to be fixed?  **[Type any comments or suggestions here]**  **Yes No** Does it meet length requirements? If not, what general things can be added?  **[Type any comments or suggestions here]** | |
| **Content**:  **Yes No** Does it name the ad or show and the company/sponsor?  **Yes No** Does the essay include a description of the ad or show?  **Yes No** Does the essay use the critical and analytical techniques studied? (Myth, advertising techniques, etc.)  **Yes No** Does the final essay use at least two appropriate sources?  **Yes No** Is research smoothly integrated? If no, what places/things need improvement?  **Yes No** Is research cited with correct parenthetical citations? If no, what places/things need improvement?  **[Type any comments or suggestions here]** | |
| **Development**:  **Yes No** Does the introduction that set the context for the discussion that follows? If no, what places/things need improvement?  **Yes No** Does the description provide enough detail to help the reader see the ad or show and understand the writer’s points? If no, what places/things need improvement?  **Yes No** Does the writer support the thesis with logical, clearly discussed points, using specific details from the ad as support? If no, what places/things need improvement?  **Yes No** Does the writing explain how the examples used illustrate or build the myth, cultural value, or technique being discussed? If no, what places/things need improvement?  **[Type any comments or suggestions here]** | |
| **Style**  **Yes No** Does the style—voice, tone, sentence style, and word choice—reflect the type of writing expected in this essay? (No I/me/my/you, formal tone and word choice, and smooth integration of quotes.)  Highlight any instances of I/me/my/you etc. that are not in direct quotes. In parenthesis after them, suggest changes. Highlight this with the color you used.  **[Type any comments or suggestions here]** | |
| **Clarity**:  **Yes No** Does the writing reflect grammatical and mechanical correctness expected at this level? If no, what places/things need improvement? Provide any specific suggestions here as to what to look at more closely. (I.e. comma usage, run-ons, etc.)  **[Type your comments or suggestions here]** | |
| **CITATION** | |
| **Yes No** Are sources cited in the body of the paper using the author/date/location format as needed. Review [*Writing down the Basics*](https://kelli.ninja/Writing_down_the_Basics.pdf) and the [Citation Handout](http://kelli.ninja/1301/e3/Cite%20Ad%20Website%20Format%20HangIndent%20Sources%20NoNumbers%20Headings-4-23-2020.pdf) I gave you to help with this.  **[Type your comments or suggestions here]**  **Yes No** Are all sources correctly cited on the References page? If no, what places/things need to be fixed?  **[Type your comments or suggestions here]**  **Yes No** Are all sources used cited and all the sources cited used in the paper?  **[Type your comments or suggestions here]** | |
| **General Comments**  **[Type your comments or suggestions here]** | |
| **RETURN AND REVIEW COMMENTS** | |
| **RETURN COMMENTS**   * Save the file with the essay author’s name and yours—something like this: * Make sure to save in Word format so that your partner can access your comments. * Comments for Great Student from Great Classmate * If I were a student, I’d name mine this: Essay Comments for Classmates Name from Kelli Wood * Return it to your classmate by Replying to their original post by the due date | |
| **REVIEW YOUR COMMENTS AND FINALIZE YOUR ESSAY AND COVER LETTER**  Review the feedback you've gotten, ask me questions, go to the writing center, read your essay out loud, have someone read it out loud to you, use Grammarly!  **Make sure you turn in your essay and cover letter with the required documents by the due date.** | |