

Media Analysis Essay

Make sure to review the notes on this page and in your draft below as you work on your final version. Please ask me any questions.

Here are general things I often find myself putting on drafts.
You might want to review them as you work on your draft.

→Thesis

Remember, the purpose of this essay is to look carefully at an advertisement and explain what this ad reveals about contemporary culture: values, goals, acceptable roles in society, etc. What is it saying between the lines?

So, what is your ad saying between the lines about your topic? Get that into one clear sentence and then put that sentence at the end of your introductory paragraph.

Read the introductions from some of the samples at the bottom of the [essay webpage](#)—the Paragraph Breakdown samples will be especially helpful (see below) as they show the different parts of each type of paragraph in this essay. Open 2-3 samples and only read the first paragraph. Notice how the last sentence is a summary of the main overall point the writer is saying the ad sells between the lines and how it does that or what the bigger issue is.

→Review Paragraph Breakdown samples

Go back through the ["Dumb is the New Smart" Paragraph Breakdown version](#) or other Paragraph Breakdown versions of the samples on the [essay webpage](#) and look at how the thesis/body-analysis paragraphs/conclusion paragraph is done. Just do one at a time.

Then, open up 2-3 other samples and just read only that part each of them. Then work on yours. Then do the same for the other parts of your essay.

It's best if you read them out loud. That will help you get an even better feel for the voice and flow in this type of writing. With the in-text citation, remember that we don't read it out loud. We need to get it in there to give our readers the reference points, but it's not part of our sentences.

- [It's a Man, Man, Man World](#) (Paragraph Breakdown)

→Video Walkthroughs

Remember, in the video walkthroughs I go through each part and explain how it works. It may help to review a few of those. Here are the ones that are online—some of these may use the old edition of APA format, so keep that in mind.

- [Beamers before Babies](#) (Video Walkthrough)
- [Everything's Important Except Our Future](#) (Video Walkthrough)

- [Fat Food Fast](#) (Video Walkthrough)
- [A Fat World Wearing a Skinny Mask](#) (Video Walkthrough)
- [A Look Between the Lines](#) (Video Walkthrough)
- [Women are Invincible](#) (Video Walkthrough)

→ Make sure you treat titles and authors' names in your writing correctly: *Writing down the Basics*, pp. 75

→ Of course, I always suggest visiting the writing center with parts or the whole of your essay. It's best if you can work with them in real time.

Kelli

Format/Professionalism Media Analysis Assignment	
Is the essay correctly formatted?	✓ ✗
Does it meet length requirements?	✓ ✗
Is it turned in on time?	✓ ✗
Is there a references page?	✓ ✗
Introduction Media Analysis Assignment and Samples	
Does the introduction move the reader into the essay and focus on the topic?	✓ ✗
Are the ad and the company/sponsor named, or if using multiple ads, give the topic or stereotype, etc. being examined?	✓ ✗
Does the thesis explain what this ad reveals about contemporary culture: values, goals, acceptable roles in society, etc.	✓ ✗
Content Media Analysis Assignment	
Does the essay include a description of the ad?	✓ ✗
Does the essay use the critical and analytical techniques studied? (Myth, advertising techniques, persuasion techniques, etc.)	✓ ✗
Does the final essay use at least two appropriate sources from the schedule/webpage ?	✓ ✗
Are sources smoothly integrated into sentences using signal phrases and transitions as needed? Remember to look for anything I've marked in terms of this other places in your paper. I do not necessarily mark them all.	✓ ✗
<ul style="list-style-type: none"> • Avoiding Dropped Quotations, and • Ashford University Writing Center: Integrating Research and their Video Tutorial • Signal Phrases and How to Use Them • A Guide to Rhetoric, Genre, and Success: Signal Phrases 	
Is research cited with correct parenthetical citations as needed? See pages 98-104 For video timestamp citation see page 101 . Remember to look for anything I've marked in terms of this other places in your paper. I do not necessarily mark them all.	✓ ✗
Development Writing down the Basics , p. 50-51 and p. 112, and the assignment	
Does the description provide enough detail to help the reader see the ad and understand the writer's points?	✓ ✗
Does the writer support the thesis with logical, clearly discussed points, using specific details from the ad as support?	✓ ✗
Does the writing explain how the examples used illustrate or build the myth, cultural value, or technique being discussed? (Connection to thesis throughout)	✓ ✗
Style Writing down the Basics , p. 44, Quick Tips to Avoid Second Person , and How to Avoid "I", "We" and "You" .	
Does the style—voice, tone, sentence style, and word choice—reflect the type of writing expected in this essay? (No I/me/my/you/your ; formal tone and word choice.) Remember to look for anything I've marked in terms of this other places in your paper. I do not necessarily mark them all.	✓ ✗

Grammar Writing down the Basics , p. 8-41; Purdue OWL Grammar & Mechanics , Writing in Plain Style , and Grammarly (Video)	
Does the writing reflect grammatical and mechanical correctness expected at this level?	✓ ✗
Citation Writing down the Basics , p. 98-111; Purdue OWL: APA , APA Style Blog search for miscellaneous questions.	
Are all sources correctly cited on the References page?	✓ ✗
Are all sources used cited, and all sources cited used?	✓ ✗
Tentative Grade	
<div style="text-align: right;"> <p>-10 Missing Grammarly Report/Ignored obvious advice from it: __ - __</p> <p>- Late points: __ - __</p> <p>+5 Writing Center extra credit: __ + __</p> <p>Tentative Grade _____</p> </div>	