

Things to Help with the Media Analysis Essay

VIDEO WALKTHROUGHS—Get a New Look at the Big Picture

It may help to go back and review 1 or 2 of these, as there I explain those parts and other key concepts, but also the citation. Put everything else away and turn everything else off as much as you can and just be there with me.

If you really want to learn from it, take notes as you go along. Handwrite those notes on paper—research shows it will help you understand better—but don't be picky about their neatness—it's just to help you out.

- [Beamers before Babies](#) Analyzes 1 video ad
- [Everything's Important Except Our Future](#) Analyzes 1 video ad
- [Fat Food Fast](#) Analyzes 3 ads by 1 company
- [A Fat World Wearing a Skinny Mask](#) Analyzes 1 video ad
- [A Look Between the Lines](#) Analyzes 3 ads from different companies showing one stereotype
- [Women are Invincible](#) Analyzes 1 print ad

PARAGRAPH BREAKDOWN SAMPLES—The Basic Parts

Go through the [“Dumb is the New Smart” Paragraph Breakdown version](#), and other Paragraph Breakdown versions of the samples on the [essay webpage](#) and look at how the different parts work—introduction paragraph, description paragraph, body/analysis paragraphs, and the conclusion paragraph.

Open up 2-3 of the paragraph breakdown samples. Just read the introduction in each of them. Read each one out loud and really think about the different parts/ingredients in the introduction. Then work on yours. Use those as a sample for the structure and ingredients that go in this part.

Next, do the same with the description, then with the body/analysis paragraphs, then the conclusion.

THESIS—figure out your main point

As you are working on your introduction and coming up with your 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 as they show the different parts of each type of

paragraph in this essay. Open 2-3 of them and only read the first paragraph. Notice how the last sentence is a summary of the main overall point about the ad and its message.

Review the [Quick List: Media Techniques, Appeals, & Effects](#) for things you can discuss in terms of what your ad uses to get its message across.

SOURCES—Using Our Readings

You need to use two other sources from our readings or the webpage—the ones marked with an asterisk*. See the [assignment](#) and [visit the Media Analysis Essay website](#) for complete list of sources you can use in the essay and to read the student samples and see how others have done this.

Make sure you treat titles and authors' names in your writing correctly: [Writing down the Basics](#), pp. 75

CITATION—Give Credit to Your Sources

[Review the citation handout](#) that has most of what you need for this essay. It has the answers for doing the citation here. Read it slowly and follow the directions; that's what we all do to get citation done!

Remember, you need to cite your ad as well, so you'll have at least 3 citations: your ad and the 2 sources from our readings/the web page you choose.

Video Location: Remember that when you use a direct quote, even from a video, you need to cite it. [See page 101 for more on how to do that.](#)

STEP-BY-STEP Question and Answer Path to Draft

You also might find this version of the prewriting 3 form more helpful:

http://kelli.ninja/1301/e3/Media_Analysis_Essay_Prewriting--table.docx

Download it and see if it helps you. If it makes you crazy, don't force it. If it helps, keep using it and let me know that you liked it.

REVIEW FINAL GRADING CRITERIA

Finally, as you work on your draft, make sure you can find and check off all the things on the list below—if you can't find them, then I won't be able to either.

Format/Professionalism	
Is the essay correctly formatted?	✓ x
Does it meet length requirements?	✓ x
Is it turned in on time?	✓ x
Is there a references page?	✓ x

Introduction	
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	
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.	✓ ✗
Is research cited with correct parenthetical citations 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.	✓ ✗
Development	
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	
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.	✓ ✗
Clarity	
Does the writing reflect grammatical and mechanical correctness expected at this level? Remember to look for anything I've marked in terms of this other places in your paper. I do not necessarily mark them all.	✓ ✗
Citation	
Are all sources correctly cited on the References page? Remember to look for anything I've marked in terms of this other places on your References page. I do not necessarily mark them all.	✓ ✗
Are all sources used cited, and all sources cited used?	✓ ✗