**NAME: \_\_\_\_**

Use this form to outline ideas for your paper. Before you begin, read through it. Don't feel like you have to start at the beginning—start wherever you have ideas. Fill out as much of this as you can, then read through the last page to use this to help you develop your draft.

**Ideas for your Introduction**

What is the product, company, and ad you’re writing about?

**[Type your response here]**

What is your main topic and what are some general ideas you want to share to start off your essay?

**[Type your response here]**

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.

**[Type your response here]**

Are there any quotes from our readings you want to use when you are talking about this? If so, note that here:

**[Type your response here]**

Next, 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**

**NOTE**: You'll need to have at least two of these topic sentence/evidence/interpretation combinations in your essay. If you need more, just copy and paste.

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

**[Type your response here]**

Evidence: A specific example from the ad that shows this:

**[Type your response here]**

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.

**[Type your response here]**

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

**[Type your response here]**

Evidence: A specific example from the ad that shows this:

**[Type your response here]**

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.

**[Type your response here]**

**Ideas for your Conclusion**

In the end, what’s the big deal, or the big “so what”? Consider any of these questions to help you generate ideas. (Not all of these will apply to your topic.)

* What does show about how society sees this group or idea?
* How do multiple messages of this kind effect the way we think about ourselves or those around us?
* What ideal does this push and why is that a good or bad thing?
* How does being aware of this help us make better choices?
* Integrate quotes or make notes on them as you write out ideas here.

**[Type your response here]**

References

List all sources you use here. **You must have at least two from our readings/webpage** ([www.kelli.ninja/essay3.html](http://www.kelli.ninja/essay3.html)--the ones with the \*) and you must cite your ad(s). Use the Citation Handout in the Media Analysis folder in our online classroom.

**[Type your citations here]**

**Using These Ideas**

Use this outline you’ve developed ↑ 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 (Cmnd + Enter on a Mac). 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.