

## **SHORT ESSAY #2**

Have ad in class, 9/20  
Paper due in class, 9/23

Use ideas from *EL*'s section on "Language of Advertising" (particularly Lutz and O'Neill) to analyze an advertisement from the time of your birth.

Go to the library and look up a magazine from the week or month that you were born. Select some advertisement and photocopy it. Then jot out descriptive notes on significant features of the ad. Describe it from top to bottom, left to right, fore- to background. Since everyone's ad will vary, it's hard to say what you'll find, but suffice it to say that some ads will prompt you to notice and discover more than others. Choose wisely.

Once you have your notes, write a short essay that makes uses ideas from Lutz and/or O'Neill to explain the ad's use of language. Here are some possible directions:

1. How does the ad's language use strategies noted by Lutz or O'Neill?
2. Can you tell from the ad's language that it's dated? Are there uses of slang, topical allusions, visual details, stereotypes, or other clues that might tell a linguistic anthropologist when this ad was current?
3. Does the language of your advertisement raise some key idea Does the advertising strategy make use of any techniques noted by Lutz or O'Neill?
4. Check with me if you have some further ideas.

Rhetorical Task:

Use a semi-colon in a way that's both rhetorically effective and grammatically correct.

### ✓ Checklist

- copy of the ad from your birth month.
- copious notes (may be handwritten, ill-organized, stylistically "free")
- written response to the ad that connects somehow to readings in *EL*
- proper use of a semi-colon
- freedom from major sentence-level errors (fragment and comma-spliced sentences)
- ≥300 words (around two pages), typed, double space

You must be in class for me to accept your short writing assignment. In evaluating the Short Writings, I'll continue to use these iconic grades:

- ∅ --work does not address the assignment; may not be revised; earns no points
- --work does not meet one or more of the ✓ criteria; may contain significant errors in content or language; may be revised one time but can earn a grade no higher than a ✓; earns 10 points unless revised
- ✓ --solid work that meets all the ✓ criteria; may not be revised; earns 20 points
- ✓+ --notable work that meets all the ✓ criteria; outstanding in some use of evidence, critical thinking, creativity, and/or language; may not be revised; earns 22 points
- + --exceptional work that meets all the ✓ criteria; consistently outstanding in use of evidence, critical thinking, creativity, and language; earns 25 points