

English 106: Researched Analysis Essay

- You will choose a text from popular culture to rhetorically analyze.
- You need to have an analytical thesis statement.
- You should use 3 sources to help you analyze your text.
- The essay must be 7-9 pages.
- You must use MLA format and citation style

Grading criteria:

- 7-9 typed pages
- Effectively use analytical methods
- Develop a specific analytical thesis
- Effectively support claims with analysis and examples
- Effectively use secondary sources to help analyze the primary source
- Effectively use and integrate quotes and paraphrases
- Use organizational techniques to help the reader
- Use appropriate and correct grammar, word choice, sentence-structure, spelling, punctuation, and style
- Use MLA format, citations, and works cited

Purpose: One of the central goals of English 106 is to engage students in college-level research writing. Many students confuse research writing with report writing. In report writing, the author's main purpose is to objectively give information on a specific topic. However, research writers do research because they have a new idea that contributes to the existing research on a particular issue. This assignment will introduce you to the academic research and writing process.

Task: For this assignment, you will choose a text (see options below). You will analyze how it is designed to appeal to viewers. What ideas, beliefs or values is the text selling? You will use at least 3 secondary sources to help you analyze your chosen text.

There are many texts for you to choose from, for example paintings, photojournalism, documentary films, comics/graphic novels, or advertising. Your text should provide enough material to write 7-9 pages. You need to have a reason for choosing it (for example, it is particularly important, revealing, or strange?). Select and **have your own copy** of the text 2 weeks before the first draft is due.

Selecting a text: The readings we have done can help you pick a text.

- You could analyze an advertising campaign like Dove's controversial "Real Beauty" ad campaign. Remember to have a reason for choosing the campaign: Is this campaign controversial? Popular? Important in terms of cultural or social messages?
- You could analyze a TV show (reality or otherwise) in the same way Virginia Blum analyzed a reality show. How does it appeal to viewers? How does it convey particular beliefs or values?
- You could analyze a popular film like *Bell Hooks* and examine how the film conveys cultural values or beliefs in addition to providing entertainment.
- You could analyze a set of popular reading materials. Daniel Hade provides a good model for how to analyze a popular book, magazine, or comic.

Secondary Sources: For the final project, you must use at least **3 sources**. One of the sources must be a scholarly, peer-reviewed source that is **NOT** in the textbook. One of your sources may come from our class readings.

Audience: Write to academic readers (your peers and other professors) who are well-educated, but who may not be familiar with the subject.

Process: You will write **3 drafts of this essay**, and you will get feedback on drafts from me and your peer-response group. The feedback will help you develop and revise your essay.