

LE 2: Genre in Action

The Main Goal: To explore how conventions are used in textual and visual media in order to reach different audiences.

What you will need to complete this assignment:

1. Find two advertisements for the same product (i.e. H&R Block, Sketchers, etc.), but directed at different audiences. When you analyze these ads think carefully about the conventions used and the messages they send.
2. Choose ONE of the following readings to analyze:

Ron Suskind “Fierce Intimacies”

Deborah Tannen “There is No Unmarked Woman”

Mike Rose “Working Life of a Waitress”

3. Create your own advertisement for the same product you chose in step #1. Your advertisement will need to appeal to one of the characters in the readings above.
4. Write a 4-5 page analysis (your LE 2) explaining both your analysis of the first two ads you selected, and the choices you made with regard to conventions and audience when you created your ad for a particular audience. How did you address the needs of your audience? What conventions did you follow/use and why?

Short Essay 1:

Choose two magazine advertisements for the same product in different magazines that catch your eye. Analyze every convention used within that ad, from the color of the text, to the central subject of the ad, to the intended audience of the magazine. What messages are being sent, and why. Use evidence from articles used within the magazine, the magazine’s title, etc... to support your theory on the intended audience of the magazine.

Short Essay 2:

Choose a character from one of the readings to represent the intended audience of the advertisement you will create. What audience does this character belong to? For example, Rose’s mother represents the audience of short-order waitresses. What are the character’s interests and needs? How will your product fulfill these needs? How will you show that? Include evidence from the reading to support your answers to the above questions. Please include a rough draft of *your* advertisement when you turn in this short essay.

Long Essay 2:

Here you will use the knowledge you have gained through writing SE 1 and SE 2 to compose an essay that explores how conventions are used in textual and visual media. What did you learn about conveying messages to various audiences? Use your knowledge of advertising analysis to explain the importance of following conventions in this genre. Include detailed examples from both the advertisements and the text to prove your points.

You will need to find evidence from one of the readings to cite (using MLA format) within your essay. Be sure that your quotation adds meaning to your analysis, and is not just “plopped down” in the middle of your paper.

Tentative schedule for this unit:

Date	Reading Due	Writing Due
Thursday 9/29		LE 1, assign LE 2 Advertising analysis activity
Tuesday 10/4		Bring in advertisements for group activity, choose reading
Thursday 10/6	Your reading choice	SE 1 Blog entry about conventions Work on presentations
Tuesday 10/11		SE 2 Group Presentations (readings)
Thursday 10/13		Putting it all together Bring developing work
Tuesday 10/18		Reader Review Library?
Thursday 10/20		LE 2 Assign LE 3