

COLLEGE OF VISUAL ARTS
En 110, College Expository Writing
Dr. Sue Short
Fall semester 2006



Analysis Paper Assignment

First draft and workshop: November 29, 2006

Final draft: December 6, 2006

Standard instructions: The first draft paper must be word processed using a standard 11 or 12 point font, have one inch margins, be double spaced, and be stapled together. The length of the paper is your decision; about five pages will probably be typical. When the first draft is due, bring enough copies for each member of your workshop group (and include one to hand in to Sue). The final paper should be submitted to Sue (sshort@cva.edu) by email attachment, in either MS Word or Adobe Acrobat (.pdf) format. If you are unable to do an electronic submission of the final paper, hard copies will be accepted in class on the due date. (If you do an electronic submission, email copies will be accepted until midnight on the due date.)

The fifth major paper in the course will be an analysis of two examples of visual media set forth in the Behrens text at pages 270 – 272, analyzed in light of the content of the two articles at pages 273 – 277. You will apply both Marchand’s and Cohen’s principles to **two** of the ads, explaining how the design elements of the ad and the underlying meaning combine to attempt to persuade consumers to buy the product that is being advertised in each one, and comparing the two advertisements with respect to those elements. How effective is the use of these elements in both cases? The questions posed on page 269 will get you started.

The process of analysis is discussed thoroughly in Chapter 6 in the Behrens text. Look again at the box on page 258 for guidelines for writing an analysis. You need to introduce the reader to the item being analyzed, explain the principles that will guide your analysis, and then apply those principles or definitions to the subject.

As you write and revise your paper, pay special attention to these issues:

Thesis statement: Have you developed your own thesis statement that expresses your analysis of the issues involved?

Summary: Have you given the reader adequate background in the topic and summarized the principles that you will be applying as you go about your analysis?

Analysis: Have you thoroughly identified and explained the elements of the graphic design and content of the ads that make them effective (or not!) in persuading consumers?

Citations: Have you included in-text citations and attached a List of Works Cited, documenting the sources you have used in the paper?

Conclusion: Have you wrapped up your paper with a conclusion that emphasizes the highlights of your analysis and clarifies the main points one final time for the reader?

Formal qualities: Have you proofread and edited your paper carefully so that your paper is grammatically correct and presented in a professional manner?