

Writing Assignment 1:1: Due Tues. 2/13

BRING THREE COPIES TO CLASS WITH YOU.

Your first essay will be a close reading of a print advertisement. In preparation for this essay, you will survey a larger group of advertisements to identify the ways in which ads market products within a deeper system of social meanings and values. In doing so, we seek to identify patterns which have cultural significance. After you identify a pattern of meaning, which intrigues you, you will be asked to select a representative ad to analyze closely.

Survey about 25 print ads from contemporary popular magazines. Within this group of ads, identify patterns of social and cultural meaning. By "pattern", I do not necessarily mean a type of product ad (e.g. automobiles, cosmetics). but rather a theme, type of individual portrayed, etc. For example, many different products are marketed today in association with different ideals of gender, ethnicity, youth or age, or themes of individualism, creativity, rebellion, patriotism, or environmentalism.

Please bring to the next class (and be prepared to discuss) three print ads that, in your view, represent a pattern. Write a paragraph describing the pattern you identify, and select two ads that you find most interesting to analyze. Remember: the best ads for this assignment are rich with photographic imagery as well as copy(print), and may suggest multiple interpretations.