Applied Representational Analysis

Essay 1 Assignment

Due September 27. One copy. Five double-spaced pages.

This assignment asks you to analyze a small series of pictorial advertisements, using Ramamurthy and/or Bordo as guides.The advertisements should share something in common: theme, photographic subject, or product. Ads that make similar social statements, ads that employ comparable models, ads produced for a particular company's product at different points in time, and ads selling similar products in different ways will all work. I would suggest limiting your scope to three ads.

Crucial to success is that you choose ads that not only work well together, but also provide an interesting topic for analysis.

Do not turn in copies of the ads with your drafts: the reader should be able to learn enough about them from your descriptive writing. You should quote Ramamurthy and/or Bordo at some point and include the essay(s) on the Works Cited page, along with the sources for the ads (we will discuss how to do this in class).

The successful essay will be framed by a cogent thesis statement about the comparison, and it will draw a pointed conclusion from the examination of the ads. Although the essay should address a social concern raised by the ads, such as class ideology or commodity fetishism, your conclusion most certainly does not have to parallel Ramamurthy's or Bordo's.