

Assignment: The First Draft of Essay One

Due by 3:00 p.m. on Wednesday, July 1
Three double-spaced pages.

Advertisements are a pervasive, yet often underestimated, cultural force in contemporary American society. Although we often find their messages simplistic or stupid—if we bother to interpret them at all—companies would cease to use ads if they weren't incredibly effective. While, obviously, the purpose of an ad is to push product, ads also shape our self images and subtly influence how we picture human relations.

Anandi Ramamurthy's "Constructions of Illusion: Photography and Commodity Culture" gives you sophisticated tools to analyze ads. The key claim of her essay is that photographs in advertisements are a key tool for the making of **ideology**" (155).

Choose a contemporary online ad that features a human image and show how it uses ideology. Try to determine what audience it addresses, how it attempts to appeal to that audience, and what image of femininity, masculinity, race, ethnicity, social class, and/or sexuality it appears to promote. Feel free to include other points of analysis, too. Be sure to describe the ad in enough detail that a person who hasn't seen it would still be able to visualize it and to understand what you have to say.

Integrate Ramamurthy into your discussion by citing her at least once.

Include a Works Cited page that includes all your sources, including the ad. Our online resource for MLA documentation, which will show you how to document an ad, is in the course materials folder.

Ramamurthy should be documented like this:

Ramamurthy, Anandi. "Constructions of Illusion: Photography and Commodity Culture."
English 280, Sec. IC1: WesternOnline. Accessed ## JuXX 2020.

"Accessed" refers to the last date at which you viewed the article. The date would actually be something like "25 June 2020."