

Outline of Model Essay

Essay 1 Ad Deconstruction Outline for Logical Division of Ideas Essay

EAP 121/Spring15/Simpson

I. Introduction Paragraph

A. Attention Grabber (complete sentence)

B. Description of Ad

C. Thesis Statement (complete sentence): In order to sell Alka Seltzer, a product that relieves hangovers, the advertisement embeds the message that men who do not use this product will lose their masculinity. The ad uses concentrated lighting, bright colors, and humor to promote this

II. Body Paragraphs message.

A. Body Paragraph 1 (Sub-Topic 1: concentrated light)

1. Idea (Topic Sentence- complete sentence starting with a transition):

To begin, concentrated light shines down on the man's face from a slightly high angle, creating dark shadows on his feminine situation.

2. Evidence

a. face - dark circles eyes, looking down - suffering, can't concentrate

b. bare arm washing dishes w/ kitten - doesn't realize not sponge

c. background dark - horror film - situation desperate

3. Analysis (Concluding Sentence(s)- complete sentence starting with a

transition): To sum up, the ad suggests that his hangover has put him in a horrible situation.

B. Body Paragraph 2 (Sub-Topic 2: vibrant colors)

1. Idea (Topic Sentence- complete sentence starting with a transition):

The second technique, the use of vibrant color, shows that without Alka Seltzer, a hangover can turn a man into a silly woman.

2. Evidence

- a. brightest objects = bathrobe, rubber glove (stereotypically feminine)
- b. emphasized by activity - housework
- c. suggests hangover weakens man to woman

3. Analysis (Concluding Sentence(s)- complete sentence starting with a transition): Therefore, the ad advises men who want to avoid this weakened state to buy Alka Seltzer.

C. Body Paragraph 3 (Sub-Topic 3: humor)

1. Idea (Topic Sentence- complete sentence starting with a transition):

In addition to these visual composition techniques, humor is used to sell this product.

2. Evidence

- a. "A hangover is dangerous" - exaggeration (man + kitten not in danger)
- b. waking up as woman = dangerous
- c. men relate to weak feeling of hangover → laugh

3. Analysis (Concluding Sentence(s)- complete sentence starting with a transition): In brief, the use of humor is attractive to the audience, since people tend to buy a product if the ad makes them laugh.

III. Conclusion Paragraph

- A. rephrased Thesis Statement -or- summary of subtopics - complete sentence beginning with a transition)
- B. Your evaluation of the ad
- C. Final Thought