

EH 102-G Seminar in Critical Thinking and Writing

**Paper 2, 4 pages, 20% of your grade**

NB: 4 pages means four full pages of text

First Draft Due: Tuesday, October 5<sup>th</sup> (by the beginning of class)

Final Draft Due: Wednesday, October 13<sup>th</sup> (on Moodle at midnight)

For this second assignment, you will write a 4-page paper about a commercial that has aired during the COVID-19 pandemic. You may choose any commercial you like, so long as it (1) has aired since March of 2020, and (2) is searchable online (I will need to be able to view it in order to grade your essay appropriately). The objective of this assignment is for you to evaluate using concrete evidence how effective your commercial of choice is in its objective. To that end, you will want to address the following, although not necessarily in this order:

- What is the narrative of the commercial? What story is it telling, if any?
- What is the objective of the commercial? What does it want you to think, do, or buy?
- What decisions did the producer(s) of the commercial make in order to persuade you, the viewer, to do what they want you to? (This is where evidence comes in! Think about choices around music, dialogue, particular cinematic shots, setting, demographics of characters, product placement, written language, celebrity presence, and any other number of specific choices that make this commercial what it is.)
- In what ways does the commercial acknowledge—if at all—the COVID-19 pandemic? Do you think the producer's/director's choice to include or not include the pandemic in this commercial was effective in achieving their overall goal? Why or why not?
- How effective, overall, do you think this commercial is in achieving its objective? Note that there is inherently some subjectivity to this question, and your response to it might very well be different from someone else's, but this difference is where argument comes in. *Why*, given the hundreds of specific choices that went into making this commercial, does it do a good or bad job of convincing you, and why do you think the same may or may not be true for others like you?

Although all aspects of your writing will be graded for every assignment, you should pay particular attention in this essay to:

1. The feedback you received from me on essay #1! Remember that I will be reading specifically for whether or not you have put any work into your individualized feedback.
2. Opening sentence and introduction—we will work on this in class during workshops!
3. Inclusion of specific evidence that refers directly to the commercial.
4. Counterargument and rebuttal—why might someone make a different argument about the same commercial? Why do you think this other perspective isn't as strong as yours?
5. We will continue to review as a group: commas, topic sentences, and transitions—but this doesn't mean you shouldn't search out additional help in these areas (either from the Writing Center or during office hours) if you know they're issues for you.

As with all of your papers for this class, you should submit papers with the following formatting:

- Times New Roman 12-pt font
- double-spaced
- include a heading of no more than three lines at the top of the first page only
- always include a title!
- **\*\*Note that for this essay, you may not use the words "I" or "me"!\*\***

### Writing Center Info

-Hours: Sunday-Thursday 4pm-8pm (In-Person & Virtual)

-Location: Humanities 102

-Requirements: Masks & Digital Copies of all drafts, materials, and assignment sheets

-Here is a link to the Writing Center web page: <https://www.bsc.edu/academics/arc/centers.html>