**Structured Learning Plan for Module #2 – Part 1**

**Self-Assessment – Prior Knowledge**

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| **What do you know about advertising?**  (Give information about the purpose of advertising, the types of advertising, your favorite commercials, etc.) |
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| **What do you know about the connections between advertising**  **and Pop Culture?**  (Advertisements are a part of Pop Culture, but what else do you know? Consider use of celebrities, etc.) |
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**Skill Acquisition**

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| **Skill Acquisition – How to Analyze** |
| |  | | --- | | The assignments in this module will require you to research to learn more about analysis. If you need help researching, consider working with the EMCC librarians:   * <http://www.estrellamountain.edu/library> * 623-935-8191 * [Ask a Librarian Live 24/7 Chat](http://www.questionpoint.org/crs/servlet/org.oclc.admin.BuildForm?&page=frame&institution=12261&type=2&language=1) |   The following sources include basic information about analyzing:   * [Definition of an Analysis](http://www.tc.umn.edu/~jewel001/CollegeWriting/WRITEREAD/Analysis/default.htm) (just that short section of the webpage)   + Jewell, Richard. "Definition of an Analysis." *Writing for College*. University of Minnesota. Web. 1 Dec. 2015. * [How to Analyze an Advertisement](http://www.medialit.org/reading-room/how-analyze-advertisement)   + Berger, Arthur. "How to Analyze an Advertisement." *How to Analyze an Advertisement*. Center for Media Literacy. Web. 1 Dec. 2015. * [Organizing your Analysis](https://owl.english.purdue.edu/owl/resource/725/03/)   + "Welcome to the Purdue OWL." *Purdue OWL: Analyzing Visual Documents*. The University of Purdue. Web. 1 Dec. 2015. |
| Add in other helpful or useful sources that you found – be sure to add in the URL and create an MLA Works Cited entry for each. |
| \_\_\_\_\_\_\_  Check here when you believe that you have the analysis skills you will need for this assignment. |
| **Summarize what you have learned about analyzing** |
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| **Skill Acquisition – Understanding Advertising** |
| The assignments in this module will require you to understand advertising and how to analyze it.  The following sources include basic information about understanding and analyzing advertising:   * [Visual Literacy](http://writingcommons.org/index.php/open-text/information-literacy/visual-literacy)   + Moxley, Joseph. "Visual Literacy." *Visual Literacy*. Writing Commons. Web. 1 Dec. 2015. * [Breaking Down an Image](http://writingcommons.org/index.php/open-text/information-literacy/visual-literacy/breaking-down-an-image)   + Pack, Jenna. "Breaking Down an Image." *Breaking Down an Image*. Writing Commons. Web. 1 Dec. 2015. |
| Add in other helpful or useful sources that you found – be sure to add in the URL and create an MLA Works Cited entry for each. |
| \_\_\_\_\_\_\_  Check here when you believe that you have the information about advertising you will need for this assignment. |
| **Summarize what you have learned about advertising** |
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| **Complete the Practice Ad Analysis** |
| http://www.adweek.com/files/adfreak/Art/Axe-Anarchy-Fireworks.jpg |
| **Preparation:**   * [View ad](http://www.adweek.com/news/advertising-branding/ad-day-axe-137924) * [Info about products](http://www.axe.us/product-category/daily-fragrance) * The focus of this analysis will be the use of color * Assume you will be judged on the following:   + Developing a substantial list of observations about color (at least 10)   + Selecting the 3 or 4 observations you would focus on to analyze the use of color in this ad   + Writing a 250-word+ analysis of the use of color in this ad |
| **List of Observations about Color in this Ad (at least 10):** |
| **Selected Observations:** |
| **Analysis of the Use of Color in this Ad (200-words+):**  **(You can write your paper below this box – you don’t need to include your name, the date, etc. – just start with the title of your paper)** |
| **Self-Assessing your Progress – based on the criteria above, how well do you think you did with this short project?** |
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**Structured Learning Plan for Module #2 – Part 2**

**Document with Examples + Video Script**

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| **Find 5 Ads** |
| **Preparation:** You will need to find five print ads to use for the Module #2 projects. These ads will need to be related somehow (all the ads are for the same type of product, all the ads use the same celebrity, etc.) Also, you will need to be able to analyze these ads in terms of their approach, gender issues, and socioeconomic status – find ads that have material you can use for all the assignments. When you find your ads, list the URLs below – if you can’t find your ad online, try pasting in a picture, etc. |
| **List of 5 connected ads (URLs, pictures, etc.):**   1. Ad 1: Ad 2: 2. Ad 3: 3. Ad 4: 4. Ad 5: |
| **Description of why the ads are appropriate for this assignment:** |
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| **Analyze 1 Ad** |
| **Preparation:**   * Review Readings from Part 1 * [Ad Analysis](http://writingcommons.org/index.php/open-text/information-literacy/visual-literacy/ad-analysis)   + Moxley, Joseph. "Ad Analysis." *Ad Analysis*. Writing Commons. Web. 1 Dec. 2015. * Select one of your ads to use for this activity |
| **Prewriting – List of Elements featured in the chosen ad (use of color, use of humor, etc.):**  **Prewriting – List of Ways the Ad Handles each Element:**  **Prewriting – Selection of Most Effective Element** |

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| **Analyzing Ads: Focus on Most Effective Element** |
| For this project, you will need to write a short paper (200-words or more) that analyzes the most effective element in your chosen ad.  **(You can write your paper below this box – you don’t need to include your name, the date, etc. – just start with the title of your paper)** |

**Structured Learning Plan for Module #2 – Part 3**

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| **For this activity, you will be asked to focus on the approach of a group of 2 or 3 of your ads. What do you know about focusing writing?** |
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| **Skill Acquisition: Focus** |
| Research focus as it relates to writing – consider sources such as:   * [Focus](http://www.learnnc.org/lp/editions/few/680)   + Cali, Kathleen, and Kim Bowen. "2 Focus." *Focus*. UNC-Chapel Hill School of Education. Web. 4 Dec. 2015. |
| **Skill Acquisition: Analyzing the Approach of Ads** |
| * Read/Watch: [Language for Analyzing Ads](http://writingcommons.org/index.php/open-text/information-literacy/visual-literacy/ad-analysis/435-language-for-analyzing-ads)   + Yirinec, Jennifer. "Language for Analyzing Ads." *Language for Analyzing Ads*. Writing Commons. Web. 1 Dec. 2015. |

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| **Prewriting: List of common elements of the ads** |
| Start by selecting 2 or 3 of your ads to use – you want ads that use a similar approach |
| **Prewriting: List of approaches of the ads** |
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| **Analyzing Ads: Focus on Approach** |
| For this project, you will need to write a short paper (300-words or more) that analyzes an approach used by your chosen 2 or 3 ads.  **(You can write your paper below this box – you don’t need to include your name, the date, etc. – just start with the title of your paper)** |

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| **Structured Learning Plan for Module #2 – Part 4**   |  | | --- | | **When you look at advertising, how often do you notice gender issues?** | |  | |
| **Gender Analysis: Preparation:** |
| * Read/Watch: [Analyzing Ads: Gender](http://writingcommons.org/index.php/open-text/information-literacy/visual-literacy/ad-analysis/436-analyzing-ads-gender)   + Eward-Mangione, Angela, Emma Brown, and Susan Gail Taylor. "Analyzing Ads: Gender." *Analyzing Ads: Gender*. Writing Commons. Web. 2 Dec. 2015. |
| **Prewriting:** List of common elements of the ads |
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| **Prewriting:** List of gender issues or observation about the ads |
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| **Analyzing Ads: Focus on Gender Issues** |
| For this project, you will need to write a short paper (300-words or more) that analyzes gender issues/approaches used by your chosen 2 or 3 ads.  **(You can write your paper below this box – you don’t need to include your name, the date, etc. – just start with the title of your paper)** |

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| **Structured Learning Plan for Module #2 – Part 5**   |  | | --- | | **When you look at advertising, how often do you notice issues that relate to** [**socioeconomic status**](http://www.apa.org/topics/socioeconomic-status/)**?** | |  | |
| **Socioeconomic Analysis: Preparation** |
| * [Analyzing Ads: Socioeconomic Status](http://writingcommons.org/index.php/open-text/information-literacy/visual-literacy/ad-analysis/438-analyzing-ads-socioeconomic-status)   + Taylor, Susan, and Mary Kay Madden. "Analyzing Ads: Socioeconomic Status." *Analyzing Ads: Socioeconomic Status*. Writing Commons. Web. 2 Dec. 2015. |
| **Prewriting:** List of common elements of the ads |
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| **Prewriting:** List of socioeconomic issues or observation about the ads |
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| **Analyzing Ads: Focus on Socioeconomic Issues** |
| For this project, you will need to write a short paper (300-words or more) that analyzes socioeconomic issues/approaches used by your chosen 2 or 3 ads.  **(You can write your paper below this box – you don’t need to include your name, the date, etc. – just start with the title of your paper)** |

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| **Structured Learning Plan for Module #2 – Part 6** |
| **Ad Analysis Paper: Preparation** |
| **Read/watch the following and conduct additional research as necessary**   * Review your work on Focus from Part 4 of this Learning System * [Thesis statement](http://writingcommons.org/index.php/open-text/information-literacy/critical-reading-practices/the-guiding-idea-and-argumentative-thesis-statement)   + Dietrich, Rhonda. "The Guiding Idea and Argumentative Thesis Statement." *The Guiding Idea and Argumentative Thesis Statement*. Writing Commons. Web. 4 Dec. 2015. * [Supporting claims with research](http://writingcommons.org/index.php/open-text/collaboration/170-common-comments/supporting-sources/645-provide-additional-support-for-this-point)   + "Provide Additional Support for This Point." *Provide Additional Support for This Point*. Writing Commons. Web. 4 Dec. 2015. * [Clear and effective writing](https://writing.wisc.edu/Handbook/ClearConciseSentences.html)   + "Writing Clear, Concise Sentences." *Clear, Concise, Sentences*. The Writing Center @ The University of Wisconsin - Madison. Web. 4 Dec. 2015. * [Correct MLA in-text citation](https://owl.english.purdue.edu/owl/resource/747/02/)   + "Welcome to the Purdue OWL." *Purdue OWL: MLA Formatting and Style Guide*. The University of Purdue. Web. 4 Dec. 2015. * C[orrect MLA work-cited entries](https://owl.english.purdue.edu/owl/resource/747/05/)   + "Welcome to the Purdue OWL." *Purdue OWL: MLA Formatting and Style Guide*. The University of Purdue. Web. 4 Dec. 2015. |
| **Ad Analysis Paper Overview** |
| For this 600-word+ writing assignment, you will need to:   * Use all 5 of the ads you have been working with throughout this module – you may include addition ads if you need to * Select an argumentative focus based on analyzing some aspect of the ads’ relation to pop culture – any focus will do as long as you are making and supporting an argument about the ads’ relationship to pop culture * Develop a clear thesis statement * Support your main points with appropriate academic and/or pop culture sources * Correctly cite EVERY use of a source, both in the text and on the Works Cited page * Clearly present your argument using effective writing   Remember, the [EMCC Writing Success Center](http://www.estrellamountain.edu/students/tutoring/writing-success) is a free and very useful resource for students who are writing in any EMCC course – they can be very helpful if you need information or help with MLA.  **(You can write your paper below this box – you don’t need to include your name, the date, etc. – just start with the title of your paper)** |