

WRITING EXERCISE #1
**Analyzing Texts:
Analyzing a Visual Text (Print Advertisement)**

Welcome to DOC 3! This quarter we will be analyzing a wide variety of imaginative texts in the hope of developing a more critical eye toward the world around us. To begin that analytical process, we invite you to think about how imaginative texts communicate clear messages to their audiences through the use of implicit meanings. Puzzled? That's good because we rarely think seriously about how imaginative texts directly affect us.

Your Task:

You will begin by analyzing a print advertisement, starting with its specific details. This assignment will be broken into two tasks:

- Due Week 1, Second Section: Select a print ad from a magazine or newspaper and do a comprehensive brainstorm of its details. Be prepared to discuss the details of the ad (Level 1 analysis) in section and then group these details into categories (Level 2 analysis) and make an interpretation of what these categories suggest (Level 3 analysis).
- Due Monday in Lecture, Week 2: 1-2 page close analysis of the advertisement, containing the Level 1 details, the Level 2 categories, and a Level 3 overall interpretation based on the guidelines explained in "Writing About Imaginative Texts." (As with all DOC assignments, this assignment should be typed, double-spaced, in a 12 pt. font, with the proper heading and the Honor Code statement signed at the end of your work.)

Guidelines and Tips:

In working on this assignment, it is useful to...

ASK QUESTIONS of your Advertisement:

- 1) Some basic questions might include:

<ul style="list-style-type: none"> - What is shown on the page? - Who is shown (or not shown) in the ad? - What is the layout of the ad like? - What does the text look like? What does it say? 	<ul style="list-style-type: none"> - Where is the ad taking place? - What are the colors like in the ad? - Are there any symbols being used? - What is your eye drawn to first?
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- 2) *The Open Handbook* gives useful questions that you can ask of visual texts on pg. 141.
- 3) Maasik and Solomon, in their article, also offer some good questions to consider: *How do the characters in the ad function as "signs"? (10). What sort of people do not appear in this ad? What does the ad assume? What "cultural myths" or values are invoked in this ad? (13). What relationship do you see between those cultural myths and the intended audience of the publication?*

Look at Sample Ad Analyses as Examples:

- See the sample Level 1, 2, and 3 analysis of an ad as posted on the DOC 3 handouts page. Please note the role of each level in the process of making an interpretation.
- See the sample of an ad analysis in *The Open Handbook* on page 142 (exercise 11.1).
- See the **sample Writing Exercise #1** on the DOC 3 Handouts page.