

Writing 1000 – Introduction to Academic Writing
Essay 1: 750-Word Analysis

- Deadline:** 6 PM, 18 January 2007 (hard copy to me and electronically to Turnitin.com; see syllabus for a detailed explanation of possible penalties)
- Length:** 750 words (3 pages)
Weight: 10% of your final grade
Style: APA
- Details:** Your task is to write an analysis of one of the following essays: (all are on reserve at the 12th-floor campus office)
Davis, "Maxim Magazine and the Management of Contempt"
Gómez-Barris and Gray, "Michael Jackson, Television, and Post-Op Disasters"
Macgregor, "I Am Canadian: National Identity in Beer Commercials"
Richardson, "The Gospel According to Spider-Man"
Sheldon, "What's on Their Plates?" or Feeding the Hungry Mouths: Laborers, Families, and Food in the Late Twentieth Century"
- Audience:** The editor of a publishing company who has contracted you to compile an anthology of essays about contemporary popular culture that will be marketed to high school and university English instructors.
- Purpose:** To give the editor a clear and accurate idea of the content and quality of the essay, and your recommendation as to whether or not the essay is fit for inclusion in the anthology.
- Format:** An analysis, or a critique or review, is a formalized, critical reading of a text – it is a systematic evaluation that includes a fair and accurate summary of the text and a statement of your own assumptions (that is, your assessment of the argument and the reasons for your assessment).
- 1. Introduction:** Introduce the passage under analysis and the author. State the author's main argument and the point(s) you intend to make about it. End the introduction with your thesis statement; this is where you state your position with respect to the text (your assessment of the quality of the text), and give a sense of the direction and focus of your analysis.
 - 2. Summary:** Summarize the author's main points, making sure to state the author's purpose for writing. (This will be an abridged version of the summary you wrote in assignment 1, no longer than 150-200 words.)
 - 3. Analysis of the presentation:** Evaluate the validity of the author's presentation, as distinct from your points of agreement or disagreement. Comment on the author's success in achieving his or her