Group Sequence 1

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**Framing Question**
How does what I buy reflect or not reflect who I am?

**Categories for Exploration**
Class (socioeconomics)
Corporate responsibility
Accountability
Industry
Gender and Advertising
Peer Pressure
Advertising geared toward children

**Low Stakes Assignments**
- Ad analysis—this can be of an ad students bring in or one of the spoof ads available online through AdBusters.
- Response papers—the material we will be looking at is dense and complex, and students need the opportunity to think out their responses to the material.
- Personal analysis of buying habits – a self-reflexive look at what kind of advertising works on students.
- Make your own spoof ad—there is an opportunity to do this on AdBusters. This exercise will get students thinking about rhetoric and is a good critical thinking tool.

**High Stakes Assignments**
- Exploratory essay with personal experience
  We would ask students to write an analysis placing their buying habits in the greater societal context. We feel that students need to write reflectively not only about themselves, but also about their communities. This writing assignment seeks to provide students a personal experience tied to a value-added approach to academic writing.

- Op-Ed piece contradicting one of the articles read in class
  This is a critical reading of one of the texts presented in class. Students would need to write well-reasoned arguments coming out of their own knowledge and perceptions. As an Op-Ed contributor, they would be regarded as a voice in their own right.

- Proposal to government on regulation of advertising
  This solution-driven approach allows students to target a specific area they find in need of reform. They could petition the FDA to regulate prescription drug advertisements, the FCC to regulate what can be advertised on children’s television, or the ATF to regulate how alcohol appears in ads.
Support Sources
Afflueneza (documentary)
AdBusters
“Madison Avenue and Your Brain”
Article on Young Adult Spending
Allyn and Bacon – Image analysis; Exploratory writing
Norton Field Guide – Genres

Learning Objectives
Critical reading
Conversation among texts
Organization and Structure
Rhetorical Situation—by providing multiple genres, the need to analyze rhetorical context is implicit
Thesis and Purpose—by providing multiple genres, we address many different purposes