GRADED PAPER #1: AD and REVIEW, with REFLECTION (10%)

DUE:  
Draft: September 4, two copies, in class  
Final version: September 11, in class  
Length: 3+ pages (ad: 1 page, review: 1-2 pages, reflection: 1 page)

ASSIGNMENT:  
Choose a movie, a book, a CD, or a restaurant and write an advertisement for it as well as a review of it. Also write a reflection on the difference between those two kinds of writing.

ADVICE:  
Make sure you are thoroughly familiar with the attraction you have chosen to review.

Look at models of ads and reviews to determine what features your own pieces should contain. Should you elect to consult already existing reviews of your chosen performance, mention them in your reflection and explain how they did or did not influence your knowledge and your judgment.

Feel free to “go wild” with your ad. Have fun composing it, possibly with tongue in cheek.

Take the review seriously. The genre calls for an argument—that is, a thesis that you support with reasons and evidence, but not in the form of a five-paragraph theme: you need to provide an elegant mixture of description and evaluation of the item under review. Give your readers a general impression of the item so that they can follow your argument; but don’t “give away the ending.” Determine beforehand which aspects of the performance you need to address in your review (for example, the plot, the acting, the direction, etc., of a movie). Also define the criteria you will use in your assessment of the performance (for example, the tenderness of the meat, the freshness of the salad in a restaurant). Composing a judgment calls for comparison—comparison between the performance at hand and the standards you set up for judging as well as comparison between the performance and other performances of its kind. (E.g., does the nth biography of Abraham Lincoln provide important new insights into that president’s political goals and abilities? Does it do so to a higher or lower degree than other biographies?) Whether you mention comparisons explicitly or leave them implicit is for you to decide.

In your reflection tell how this assignment worked for you. Discuss your thoughts about the differences between composing an ad and a review and about the rhetorical principles that you tried to apply.

FORMAT:  
Type your review and your reflection according to the specifications on page 2 of our syllabus. Use your own judgment to come up with the best design for your ad.

GRADING CRITERIA:  
See the questions for the revision of your draft.