You will work in assigned groups to prepare a group paper due Thursday, 31 March. Below are the instructions for this assignment. You will work in the groups you were assigned at the beginning of the class. These groups are listed on the Handouts page under Group Assignments #1.

The assignment will focus on television advertisements available on YouTube. The links are here:

https://www.youtube.com/watch?v=EU-IBF8nwSY

https://www.youtube.com/watch?v=dDTBnsqxZ3k

https://www.youtube.com/watch?v=ts_PVB5sR6U

The paper you produce will be a group effort that presents a comprehensive analysis of one of these advertisements. It should be around 600 words, or about the equivalent of two typed, double-spaced pages. You will write this paper collectively during the second day of class. The final form of these will be written in green books you will be provided.

**Tuesday, March 29**

- We will review the YouTube videos in class. You are encouraged to rewatch them in your groups.
- Please gather together in your groups in class. The group assignments have been distributed and posted to the Handouts page, if you have questions.
- Discuss the advertisement options as a group and decide which of the options you wish to focus your analytical efforts on. Select only one.
- Discuss the argumentative structure of the option. How many arguments are there? What are the conclusions? What are the premises? Are there nested arguments for the premises of higher-level arguments? Pay attention to all aspects of the ad – the soundtrack, the visuals, the staging, etc. – not just the words.
- Map out these arguments in standard form in your notes as you go. Try to be comprehensive. Be sure to take notes.
- If you have questions, please discuss them with me during class.
• By the end of the class session, you should have a clear sense of the argumentative structure of the advertisement you’ve chosen.
• It would also be good to plan the writing on Thursday – how will the responsibilities be distributed among the group members?
• Near the end of class, I will circulate and initial your notes. *Be sure to get your notes initialed before you leave class – these are worth 10 points but only if they are initialed.*

**Between Classes**

• Re-read and reflect on the notes you took in class.
• Write up a few thoughts *on a separate sheet of paper from your class notes* about the arguments and how you might best present those arguments in a short paper. What should the structure of the paper be? What is the main point of the advertisement? Where in the paper should that point be announced?
• One way that you can do this is to put an outline of the paper together.
• *Bring this paper and your notes to class with you on Thursday – they will be initialed and will be worth an additional 10 points (but only with initials).*

**Thursday, 31 March**

• Come to class and organize into your group. The instructor will begin to circulate and initial the notes you took between classes.
• Share and discuss your thoughts about the paper structure.
• Work toward collective agreement about what the outline of the paper should be.
• Write up the paper on separate sheets of paper. This could be done in different ways—you could assign different sections of the outline to different group members; you could work together to write the paper, sentence by sentence; you could pair up and combine these two approaches; etc.
• Put the paper together and work to “single voice” it—it should read as if it were written by one person.
• Transfer the paper to the green book and submit it at the end of class along with the initialed notes from Tuesday, 29 March from each group member, the sheets of paper containing each group member’s thoughts from between classes, and any materials your group produced on Thursday. *Be sure that the writing in the green book is legible.* Anything collectively produced should have all of your names on it; anything individually produced should have your name on it.
• **Evaluation:** On your personal notes, indicate who you would like to nominate from your group as someone who did an especially good job in contributing as a team member to the assignment. You may choose to nominate no one, or you may nominate everyone – however, you may not nominate yourself.
Paper Structure

The paper should have three parts, each of which could be a paragraph:

- **Reconstruction**: reconstruct the main argument that you find in the advertisement in words. Much of what may compose this argument could be implicit, i.e., not explicitly expressed in language but rather in the soundtrack, the staging, the visuals, etc. When you reconstruct the argument, you need to make the implicit explicit.

- **Analysis**: speak to how you take the argument to work. Here you can use the concepts you have learned so far to help distinguish elements of the argument or evaluate it (e.g., speech acts, conversational implicature, evaluative language, assuring/guarding/discounting moves, validity, soundness). If the ad gets most of its work done with sound and visuals (think about the Apple McIntosh ad), then your analysis might focus on the way in which the sounds and visuals engineer the desired emotional responses in the viewer.

- **Critique**: is the ad effective? Is it persuasive? Is the argument you’ve identified valid? Sound?

*In addition, include a standard form representation of the main argument from the ad that you reconstruct in the green book.*

Paper Grade

The grade for the paper will be computed according to the following schedule:

- Notes from Tuesday, 29 March – 10 pts
- Notes from between classes – 10 pts
- Group paper – 80 pts (everyone in the group will get the same grade for this)
- Extra credit – up to 5 pts for people who step up as good team members

Please email me if you have any questions about this.