

Appendix A

Self-Directed Writing Assignment

The purpose of self-directed writings is to give you freedom to write about topics that are important to you; to create a community of writers by sharing writing about topics you value; to extend your view of language and literacy; to write freely, in your natural voice, and experiment with English and genres; and to move through the writing process as you select pieces to revise and edit as finished pieces.

You can write about any topic—a favorite movie or book, an interesting person, a song, a current issue, a travel destination, a favorite place, a hobby, a personal experience, a school dilemma—and in any genre—a letter, a poem, a story, a dialogue, a cartoon, a song, a review, an essay, etc. Explore your own language as you write, the language that is most natural and comfortable, as well as the varieties you know but may not have used as writers. This is your opportunity to write about the topics that matter to you.

Some of your pieces will be shared with your peers; some will not be. I may ask you to share one piece of your writing for peer response; I may ask you to read aloud one piece of your writing in a small group for oral feedback. Some pieces will be graded; others will not. You decide the pieces you want to share, and you choose the pieces you want to submit for a grade. But anything you submit for a grade will be a finished piece, a piece you have shared with peers and with me for feedback, and a piece you've revised, edited, and carefully proofread. In other words, much of what you write will be unfinished and unpolished but writing nevertheless—writing for you.

You will have time to write about your topics in class, but I expect you to continue writing out of class as well.

At midterm and at final you will select two pieces to feature for evaluation, along with assigned formal papers in a portfolio. Your selection of self-directed writings should showcase different genres and different varieties of language. You will also submit all your other pieces as evidence of your work. The ones you don't want me to read, simply fold them in half. The self-directed pieces are evaluated as part of the entire portfolio, which earns a single grade based on your progress toward achieving the course goals.

You will average two to three writing a week. If you write more, that is okay. The writings should be a page or two on your chosen topic. *[Don't worry; we will brainstorm for topics in class.]*

I would suggest keeping your writings in a notebook or binder for easy access.

Appendix B

Student Comments on Reader Response (RR) from End of Semester Surveys

- [Reader response] helped me understand what my readers wanted.
- [I received] constructive feedback from students who are also doing the assignment
- [I liked] that we had a set group [for Reader Response], this way if we were working at home and had a question we had people we could call.
- [Reader Response] helped better my essays.
- I learned to accept what my peers thought about my work. I also enjoyed getting multiple viewpoints.
- I like[d] the multiple opinions. I knew when 2 or 3 people said the same thing, I should probably listen.
- [Reader Response] made my final draft[s] much better in the end.
- [Reader Response] helped me to change my paper[s].
- I was comfortable sharing with my [Reader Response] group.
- I liked the format [of Reader Response]: praises, questions, suggestions.
- I found how to write to my audience—my classmates were able to tell me if they understood my wording or not.
- I really enjoyed the RRs. It helped see other people's point of view on the paper, and helped you see corrections that need made that you may have not seen before.
- [Reader Response] really help me when I am confused about something in my paper, and they help me when it comes to having something to say
- I liked that I could ask my [Reader Response] group questions if I was unsure of what to writer about.
- I liked when there were ideas that I could use [;] it was great when there were helpful points that made my paper better.
- I liked hearing what my peers had to say about my papers.
- I like how much I can depend on my [Reader Response] group.

- It was very helpful to hear what other students were thinking and give me more ideas.
- It was very helpful especially when trying to organize my papers.
- Sometimes when writing a paper [I] don't see things quite as 'fresh eyes' do. Also to see if ideas are getting across.
- I did find the RR helpful because it could've gave [me] ideas, turn [my] paper in a different direction, or even help [me] realize what is good for [my] paper.
- It was always a way to get to know our classmates. I like that we were able to get our peers['] feedback.

Appendix C

A Sample of Instructor Microsoft Comments on Student Draft

Jacob
Ms. Tesdal
W 131 20760
March 23, 2009

1

Patriotism the new Sex

It's no secret that war is good for business. In this post 9/11 world, rampant paranoia of foreign threats have cemented values of patriotism in the public's mind, and in this age of Neo-McCarthyism, advertisers are cashing in by effectively using patriotism to make their products seem more "all American". Recently I ran across two advertisements in Entertainment Weekly that I use patriotism to hit two different demographics.

This first ad (hereafter referred to as *Chance*) is from Home Box Office (HBO), a premium cable movie channel, for their movie *Taking Chance*. The art features Kevin Bacon dressed in a clean pressed Marine dress uniform decorated with five glistening medals on his left chest. Bacon is looking down at a casket next to his waist. An American flag with brilliant colors is neatly draped over the coffin. The background has been blurred with a murky black effect. There are five main pieces of text within the ad: an award nomination at the top of the ad, logline of film to reader's left hand side, title of the film located in the middle, credits below title, air date below credits.

The second advertisement was for Icebreakers: Sour (hereafter referred to as *Icebreakers*), a chewing gum from the Hershey Company, an American chocolate and candy company. The ad features a young, attractive brunette wearing clothes stereotypical of stunt bike riders looking directly at the reader. Said clothes are made from leather, spandex, or sequencings and are arranged in various patterns of stars and stripes to represent the American flag. The woman is

Comment [11]: I think the title will work but as you rewrite the paper, you may find that it does need to change.

Comment [12]: Is this statement ironic considering that the economy has gone into a recession even though the war is still going on?

Comment [13]: Do Americans currently feel patriotic? I think that sometimes Americans were right after the attacks and for a few years after; however, only Obama's election has seemed to maybe re-peak interest in patriotism. Do you feel that Americans are proud patriots in the sense they were several years ago? Have advertisers had to work to continue to push patriotism as the 'cool' thing to do or keep it in the front of American consumers' minds? Food for thought.

Comment [14]: Needs to be possessive

Comment [15]: MLA required underlining or italicizing the titles of magazines

Comment [16]: Which ones? If this is your thesis statement, there needs to be more of a roadmap for the readers spelling out what you are going to discuss in your paper.

Comment [17]: Left side of his chest?

Comment [18]: Color could be analyzed too.

Comment [19]: Is it important or necessary to tell readers what those text pieces say word for word? Would this help progress any later points?

Comment [110]: This a good use of diction

Comment [111]: Maybe her clothes? The model's clothes?

Comment [112]: Sequins?

also boldly holding an open face motorcycle helmet painted, also look the stars and stripes, stands gallantly with her breasts and butt sticking out in a seductive manner. In the background, there is a gleaming light behind the model. Various fruits appear to be radiating out from the light, behind the model. These fruits include: Watermelon, granny smith apples, oranges, and grapefruits. Along with the fruit, are sparkling cubed shaped crystals. A bright red ribbon in the foreground, at the model's waist, contains the only text in the ad (text not on the product), which reads "bring out your flavor". The actual product is displayed in the foreground in the lower right hand core of the picture. It is a round container with the fruit already mentioned on it.

A deeper look into the hidden meanings of these advertisements shows how their companies make their products "all American". With *Chance* HBO tries to subliminally amplify the cultural narrative of "honor in death through service to the country". The most obvious amplification, in my opinion, comes from the Marine uniform. The United States Marine Corps is stereotypically the quintessential definition of ideal patriotism. Also, the gleaming medals on Kevin Bacon's chest shows the glory of military service. Even though the casket dampens that glory slightly, HBO brings us, the readers, back to the narrative with the American flag proudly draped over it. Finally, the narrative is romanticized with the logline "When one falls, another brings him home" (*Taking Chance*). This ad probably resonates most with Americans age eighteen and older, especially those with family or friends in the service.

The whoring of patriotism is more subtle in *Icebreakers* because a cultural narrative isn't being sold. I'll call the tool being used to make *Icebreakers*: Sour seem more "all American" logo imitation, for lack of any established term. The logos that I'm referring to are the decals painted on to bombers during World War II. Typically, air crew would paint the name of their plane or squadron catch phrase on the exterior of the cockpit along with a sexy woman in a sex

Comment [113]: How? With the stars and stripes?

Comment [114]: The phrasing is not clear here. Are there words missing?

Comment [115]: Is this more analytical than summary?

Comment [116]: Do you want to add more statements about the colors used? How they are bright and then in the analysis discuss the darkness of the *Chance* ad?

Comment [117]: Good choice of diction

Comment [118]: If this is a direct quote you will need in-text citation.

Comment [119]: Showcasing or displaying the assortment of fruit previously mentioned?

Comment [120]: Or is this the thesis?

Comment [121]: How so? Will all readers make the same connection you have?

Comment [122]: In what way?

Comment [123]: Could you just say readers or maybe consumers or TV watchers?

Comment [124]: Explain the quote. How does this quote show romanticism?

Comment [125]: This sentence seems like an afterthought. Can you make it more important or discuss the target audience in its own paragraph. Why would the target audience be important to the sex of patriotism? Why would this demographic be drawn to this advertisement? What in the ad would appeal or turn off this demographic? Would this demographic pick up on the subliminal message portrayed in the ad?

Comment [126]: Very strong language that isn't really present in the text until now. How can you either soften the statement or present this idea earlier

Comment [127]: This statement confuses me.

Comment [128]: As in logos, pathos, and ethos? Or a logo?

Comment [129]: Is this in the advertisement? I don't remember seeing a plane. I need more of a detailed connection for this statement to be understood fully.

Comment [130]: Do you mean sexy?

pose. This composition is copied by *Icebreakers*. Hershey's model stands gallantly in the middle ground of the advertisement with chest stuck out and butt cocked in a sexy fashion. Even her dark brown hair and make up are done in the style from the 1940s. Also, the fact that the '40s elements are being used helps to show how Hershey is using patriotism. When I think of great American wars, none is bigger or greater than World Word II, which was fought during the first part of that decade. All of these elements are camouflaged by the obvious use of the American flag in the model's clothing. I feel this ad also romanticizes the role of women in times of war, which is to be supportive of the men going off to fight. This is probably because they are trying to target their product to women age fourteen to twenty five, the most probably age to have male friends or lovers going off to fight in the war on terror.

Today with some many threats from foreign countries and radical Muslims, people don't want to seem unpatriotic, even if that feel is on a subconscious level. And these days, companies are saying, through their advertisements, buy our products and you'll be more patriotic. *Chance* does this by presenting the cultural narrative of honor and death in military service and *Icebreakers* mimics World War II decals.

Comment [131]: I liked your use of provocative earlier.

Comment [132]: Check punctuation.

Comment [133]: Can you give me a little more here to help readers see the connection? I don't know if all readers would agree with you or understand.

Comment [134]: Would it be prudent to review elements camouflaged and why the company camouflaged them.

Comment [135]: How is this role the same or different in current war time?

Comment [136]: Who? Men or women? Or advertisers?

Comment [137]: Again think about discussing the target audience. It might even be prudent to consider the target audience of the magazine too in regards to your ads.

Comment [138]: These two words are contradictory as they currently appear.

Comment [139]: Radical groups? Was this intentional and specific for a reason?

Comment [140]: This seems more like a thesis to me. Overall I think there quite a few positives in your analysis. I would like you to take the ideas further if you choose to stay with this topic/focus. If you change focus, consider how to take that focus to the detailed extent that I am asking for as a reader here. Also consider what other elements, present in the ads, could be analyzed in order to get to the root of the aim of these product ads. If you have further questions just email me back or ask them in class.

Works Cited

Icebreakers: Sours gum by the Hershey Company. Advertisement. Entertainment Weekly. Mar. 2009.

Comment [141]: Overall looks good.

Comment [142]: Is this Icebreakers Sour Gum?

Taking Chance by Home Box Office. Advertisement. Entertainment Weekly. Mar. 2009.

Comment [143]: If this a movie, you should denote the title as such according to MLA documentation style.

Appendix D

A Sample of a Student Draft with a Peer's Microsoft Comments

Reader's name: Jacob

Writer's name: Ryan

Praise

You have pretty good summaries of both ads for the most part.

Great organization of information.

Good analysis of Jameson ad.

Questions

Where is the conclusion?

What is your thesis?

Suggestions (other than track notes)

I would like to see a more in depth analysis of both ads.

Find the target genders for the vodka ad. I think that your analysis is very contradictory and makes bad assumptions

Ryan
Ms. Tesdal
W131
March 16, 2009

Formal Paper #2

My paper is on two different alcoholic beverages. Both ads came from the March 2009 edition of Maxim Magazine and both are intended for an older adult audience.

Although both ads are different, they both are different types of alcohol and made by different companies.

The first one is named Stolichnaya and can be found on pages 2 and 3 of the magazine. It's a vodka made in and imported from Russia from S.P.I Group. On page 2 there is a caucasian woman with her hair pulled tight to the back of her head. She is staring at the reader with her makeup around her eyes that's almost as black as the dress she is wearing. The dress is a sleek, tight fitting, and formal black dress that is split in the middle, barely covering her breasts. The model is covering her face with her arm and her arm has an accessory, maybe a scarf, tied around to match the dress. The woman is lit up by a fire from the background. On page 3, standing bold in the center of the page is the bottle of Stolichnaya vodka in front of their signature "S". The bottle has a glow around it as if its lighting up the page all in yellow. On the lower right hand side of the bottle is the company's logo and just below that is the web site.

The second advertisement is named Jameson and can be found on page 13. Jameson is an Irish whiskey. This whiskey is made and imported from Dublin Ireland from Jon Jameson & Son Limited (JJ&S). The whole background is green which helps

Comment [O1]: Intro needs to be more engaging. Maybe describe in a narrative why you chose these ads. Sorry that I don't have something more solid to offer as a suggestion.

Comment [O2]: Can you define older? People 21+?

Comment [O3]: This will probably be obvious further in the paper. I feel this is redundant and messes up the cohesion of your paper.

Comment [O4]: I would change this word to "called". "Named" implies a living thing.

Comment [O5]: This is great attention to detail, but maybe call it a double splash page so that the reader gets a better idea that the art covers two pages and not just the same add on two pages.

Comment [O6]: You can simply say imported. Imported implies that it was made in that country.

Comment [O7]: What is the credibility of SPI Group?

Comment [O8]: This and messes up the fluency of this sentence. You can probably just drop it, and it will be fine.

Comment [O9]: I felt this was a very good descriptive sentence. Great Job!

Comment [O10]: This sentence is very verbally awkward. What about "The model covers her face with her arm that adorns a matching black scarf."

Comment [O11]: Awkward sentence. Maybe "The woman is illuminated by a warm, inviting fire in the background."

Comment [O12]: What does this look like?

Comment [O13]: Awkward. Maybe "The bottle's yellow glow provides the lighting source of the art."

Comment [O14]: Same as comment 4

Comment [O15]: Same as comment 6

Comment [O16]: Same as comment 7

signify the fact that it's from Ireland. It also shows three sections of coiled up copper piping leading to a glass that's sitting just behind and left of the bottle. Just above the glass, the copper pipe has a on off valve which is still dripping with whiskey and the glass half full of whiskey. Sitting back just a little bit but fairly centered and subtle in the ad, is the bottle of whiskey. The label on the bottle of Jameson has the same color to it as an old piece of paper. It has an old crest with a ship above it and two anchors in between the X in the middle of the crest. On one side of the crest is says established and the other side says since 1780 proving that this whiskey has stood the test of time and dates back for generations. They also changed the normal drink responsible saying to their own contexts. Jameson Company says to "TASTE RESPONSIBLY" which also signifies that they only care about the quality of the product.

Both advertisements are similar but at the same time both ads are different. Both ads target an older crowd but Stolichnaya targets the crowd that's transitioning between the hype and just the taste while Jameson targets a crowd above all others and just enjoys the drink. I think both ads did a very good job with targeting who they chose to.

Ad #1 (Stolichnaya) seems to be targeting a young but more mature crowd. People in this crowd tend to be over the hype of the alcohol ads, those ads tend to have a woman all over a guy or the other way around, but the Stolichnaya ad is still daring you to try something new which this crowd will still do. They tend to still be daring but calmed down about their style. This ad has a hint of daring or flashiness but still not overdone or targeting a specific gender. The ad also asks "WHO WILL BE YOUR ACCOMPLICE TONIGHT?" and with the woman in the ad, they seem to be asking who will you go out with are who will you meet at the club while your out. With the colors of

Comment [O17]: Awkward. What about just saying the background is Irish Green?

Comment [O18]: Pub Glass? Beer Mug? Wine Glass?

Comment [O19]: Brownish old paper? Yellowish old paper?

Comment [O20]: This sentence is off to me, but I don't have any suggestions at this time.

Comment [O21]: This sentence doesn't feel very strong to me.

Comment [O22]: Is this your thesis statement? If so can you make it stronger? Would you consider moving it to the intro?

Comment [O23]: This seems contradictory. Could you assign an age range?

Comment [O24]: What ads are you talking about? Can you give us some examples?

Comment [O25]: What evidence leads you to believe the target audience is gender neutral? I feel it's obviously targeted to well to do men.

Comment [O26]: I would mention this text in the summary.

Comment [O27]: This sentence is contradictory to your gender neutral theory in my opinion.

the label and background it says that I'm not so strong for a woman, yet it still has a slight macho appeal to it with the fire lighting part of the ad.

Ad #2 (Jameson) seems to be targeting the middle age to older crowd that doesn't care about the advertisement of a product or what the product could possibly do for you. That statement on the right side of the ad that says "MAYBE THERE'S SOMETHING TO THIS WHOLE TRIPLE DISTILLATION THING. THEN AGAIN ... IT COULD JUST BE THE TASTE" showing that the Jameson company only cares about the taste and that's what the consumer should care about and that's what this crowd tends to only care about. When you taste a drink, you should sit back and enjoy it instead hurrying to drink it. When someone enjoys a drink, they don't go out and get stupid. They sit back and blend into the crowd instead of being the center of attention. I'm sure that's why the bottle is sitting back and not bold in your face and taking the center focus of the ad.

Comment [O28]: Can you define an age range?

Comment [O29]: Same as comment 26

Comment [O30]: This sentence feels redundant because the sentence structure feels to similar to the previous sentence

Appendix E

Additional Samples of Student Comments from Surveys

Self-directed writing.

- I could write about something that intrigued me
- They gave me a chance to express myself and show off a creative side of me that I don't show that often.

Learned in class.

- I learned to become a better writer.
- I honestly feel I have become a better writer.
- Revision is important.
- To write as the audience has no ideas about the concept that you are describing to verbalize everything to convey the idea and assume nothing.

Other comments.

- I really like the fact that we had "groups"; it was like a comfort niche.
- I enjoyed this class, appreciated the encouragement. Writing is not an easy task for some; your approach made it seem like writing was something accessible
- We could work in groups to get better insight on our papers.

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