Checklist for Ad Analysis Essay

Use this checklist to evaluate your essay before submitting it to the specific location for a final grade. This checklist is for your use only–do not submit this document, as you will not receive a grade for completing this.

1. Write the thesis statement here: ____________________________________________________________
   ____________________________________________________________
   ____________________________________________________________
   ______ My thesis is arguable.
   ______ My thesis addresses the ad’s implicit messages.

2. I formatted the essay correctly.
   ______ I placed a header on each page (upper right hand corner) with my last name and the page number.
   ______ I placed the identifying information (student name, instructor name, class, etc.) in the upper left hand corner, and I double spaced this information.
   ______ I double spaced the entire essay, including the Works Cited.
   ______ I centered my title at the beginning of my essay.
   ______ I indented each paragraph.

3. I included a Works Cited page.
   ______ I formatted the Works Cited page following proper MLA style format.
   ______ I cited the ad following proper MLA style format.

4. I included at least one quote from the ad.
   ______ My quote(s) of the ad’s language appears with quotation marks.
5. I have met the page requirement of the assignment.

I have used the quote(s) to help me write a developed discussion of the ad’s language.

My essay is at least three full pages in length.

6. I have described the ad.

I have no more than one paragraph that describes the general features of the ad.

7. I have analyzed the ad’s target audience.

I have identified the publication of the ad.

Each time that I mention the publication title, I underline or italicize the title.

I have discussed the demographics of the ad’s audience (i.e. sex, age, education level, race, etc.) and the overall values, beliefs, attitudes of this audience.

8. I have analyzed the ad’s language and graphics.

I have supported my thesis by discussing how the ad’s language appeals to the target audience. This discussion may address the ad’s logical, emotional, and ethical appeals.

I have supported my thesis by discussing how the ad’s graphics appeal to the target audience. This discussion may address the ad’s logical, emotional, and ethical appeals.

9. I have discussed the ad’s cultural significance.

I have discussed the values, ideas, and/or beliefs that this ad helps to perpetuate in American culture.
10. I have supported my thesis.

_____ Each discussion within the essay works to support my thesis.

11. I have attached a copy of the ad to my essay.

_____ A copy of the ad appears with my essay.

12. I have avoided using weak verbs (be/am/is/are/was/were/being/been) and passive voice.

_____ I worked to use strong, vivid verbs and active voice.

13. I have edited my essay for pronoun/antecedent agreement issues and subject/verb agreement issues.

_____ My pronouns agree with their antecedents. My verbs agree with their subjects.