

Commercials

Global Regulation (Drugs)

Courtwright: *Forces of Habit* (ch. 3)

Video: Commercials

Class: Video analysis (2 chapters)

Ogilvy on Advertising (1 chapter)

Lakoff on Gulf War

For next week, we will be reading for class:

Metaphor and War

18 Miracles of Research

Electronic Media Criticism

These each will help you think and write about advertising and other forms of PR. You will be expected to use the concepts in class as we look at more commercials, and when you write your papers later in the semester.

For section:

Drugs - Global Regulation

Courtwright: *Forces of Habit* (ch. 3)

Read these two texts and see how carefully you can describe the differences in the ways that they are written. Both are of course written in the 3rd person, objectively. How would describe the differences in their voice? In the structures of their arguments? In how they use evidence, and references? What metaphors do they use (refer to Lakoff's essay on Metaphors and War above)?

Write at least 2 paragraphs and bring to section.

Be prepared to talk about the chapters as well