

For next week, we will be reading for class:

Metaphor and War
18 Miracles of Research
Electronic Media Criticism

All of these 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.