**Name:** Abby Freeman

**Compare and Contrast Pre-Writing**

**Questions About Your Article from the Book**

**1. What is the title of your article?**

Black Friday: Consumerism Minus Civilization

**2. Who is the author?**

Andrew Leonard

**3. What is the thesis of the article?**

Black Friday promotion is to “much”.

**4. What is one major point that the writer makes to support the thesis?**

One point is that Black Friday starting on thanks giving night isn’t fair to employees.

**5. What is another major point that the writer makes to support the thesis?**

He points out that Black Friday is good for the economy, but needs to take a back seat to humanity.

**6. What is one more major point that the writer makes to support the thesis?**

He says that big companies are acutely aware that people go to extremes on black Friday and even promote the bad behavior.

**7. What kinds of information does the writer include? (For example, does he/she include research, stories, or any other kind of evidence?**

He includes links to commercials, nothing of any authority to support his case.

**8. Does the writer try to make the audience feel any emotion? How?**

He uses the fact that most people know what it’s like going black Friday shopping and what we see on television to invoke emotion.

**9. How does the writer sound? (In other words, how would you describe the style and tone?)**

He sounds like he think he’s better than everyone and is shaming people for indulging in materialism.

**10. How is the article organized?**

The article starts with examples of Black Friday behavior/what happens, then goes into why it’s messed up/can be fixed.

**11. What is one thing that you like about the article?**

I like that he gives examples that most people will know about.

**12. What is another thing that you like about the article?**

I like that he tries to invoke introspection to the reader.

**13. What is one thing that you do not like about the article?**

It’s to much in the sense it doesn’t really say anything other than opinions.

**14. What is another thing that you do not like about the article?**

It kinda just says the same thing over and over again just with different words.