**RWT exercise 15**

**Due Oct. 9 in hard copy at the beginning of class. Please type directly in this file.**

Draft the beginning of your argument analysis.

**.** The beginning of a textual/rhetorical analysis

* introduces and summarizes the text
* offers any necessary information on the larger context (author, publication, time of publication, events surrounding time of publication, etc.).
* presents thesis and qualification

Practical order of the introduction?

* + Title, author, publication, date(s)
  + Context
  + Summary, purpose, target audience
  + Thesis, qualification

Dr Emma Rush in “Adult world must let girls be girls”, which was published in the Sydney Morning Herald on the 10th of October 2006, writes in response to the growing issue of advertising “sexy” to young children, especially girls. She begins with all the products that are advertised to these young impressionable children and proceeds to the mental harm that can come from these tactics. She brings up how magazines marketed at young girls are often about female celebrities and their boyfriends, and how these magazines seem to encourage them to want a relationship with men older than themselves (Rush 1). She talks about how all this is harmful to a young girl’s mental and physical development. She even considers the opposing point that claims that this empowers these young girls only to show that rather than empower, this places the children at risk and gives us some better avenues to empower the children. She argues that all this advertising is immoral and harmful by showing us the various products peddled to these children to make them “sexy,” by showing us that the culture perpetuated by this advertising puts children at risk, and by discussing what is lost by this culture of “sexy” that these children grow up in.

(In order to get to parents by attacking advertisers) (urgent tone causes parents to worry about this issue) (appeal to logic: makes sense that kids spending more time on this is causing them to lose out on development)

Each example needs at least 3 examples

She argues that all this advertising is immoral and harmful by showing us the various products peddled to these children to make them “sexy,” in order to get at parents by attacking the advertisers ;by showing us that the culture perpetuated by this advertising puts children at risk, which causes parents to worry about the issue through her use of an urgent tone; and by discussing what is lost by this culture of “sexy” that these children grow up in through the discussion of what is lost because of this new focal point of their time.