**Note: I got a really good question after class about the difference between discussing how an element affects the ad versus how an element creates the ideology within the ad.**

**‘How the element affects the ad’ refers to the surface-level basic reactions: does a building with white walls create a sense of purity, for instance? There are no complex ideas here, just instinctual reaction.   
  
‘How an element creates the ideology within the ad’ refers to *ideas*: after white walls in an ad create a sense of purity, what does this purity *do* for the ideology? Does the sense of purity help ‘put down’ certain people in order to support the idea that the poor are defective? That’s just one example.  
  
When it comes to the third part (analyzing effectiveness) this is where we want to bring in ethos, pathos, logos, Kairos, and/or telos. We don’t have to talk about all of them, but we want to talk about some of them.**

**--------------------------------------------------------------------**  
  
ORGANIZATION  
  
Introduction (movement from general to specific, like we’ve talked about)

* Thesis Example: Despite appearing to present a positive message, the Ad Council’s “Money Game” ineffectively promotes the idea that the financially unstable are flawed individuals.

First body paragraph.

* Topic sentence: How does an element/a few elements of the advertisement (sound, color, shading, etc. **contribute** to the advertisement’s ideology? State this in a topic sentence.)
  + Topic Sentence Example: “The ad’s negative ideas about the financially unstable first become apparent through its use of color.”
* Discuss how the element **affects the ad** and *creates the ideology* (the brightness of the colors creates a cheerful tone, the balance of the ad creates a sense of chaos, etc.)
  + Example: “The bright color of the irresponsible character’s outfits **creates an outrageous appearance**, *which makes the viewer think that the financially irresponsible must act outrageously as well*. Compared to the clothing of the responsible characters…”
* Discuss how ***effectively*** the element supports the advertisement’s ideology.
  + Example: “The brightness of the irresponsible character and the dull color of the responsible characters makes the anti-poor ideology of the ad appear based off the behavior of individuals. ***Although the ideology is illogical, this use of pathos makes it seem more believable and based in reality.*** The viewer is therefore distracted from the lack in logic...
* Conclusion sentence: What we talked about before. Finish talking about what the paragraph discussed, while ‘pointing’ to the next paragraph.
  + Example: “Ultimately, the use of color, *along with other elements*, supports the advertisement’s terrible ideology.”

Second body paragraph.

* Topic sentence: How does an element/a few elements of the advertisement (sound, color, shading, etc. **contribute** to the advertisement’s ideology? State this in a sentence.)
  + Topic Sentence Example: “Aside from color, the “Money Game” ad attacks the financially unfortunate through the use of its characters.
* Discuss how the element **affects the ad** and *creates the ideology* (the brightness of the colors creates a cheerful tone, the balance of the ad creates a sense of chaos, etc.)
  + Example: “**The irresponsible character acts in an aggravating way. He’s lazy,** and few people are happy to deal with laziness. **As the ad progresses, he gets even more and more lazier;** *viewers are meant to believe that laziness is what causes all financial problems*. Since **the responsible characters are boring, they are unable to distract the audience** from *the idea that the poor are irresponsible*. **The pizza man’s appearance adds to this emotional response** because...”
* Discuss how ***effectively*** the element’s effect on the advertisement supports the advertisement’s ideology.
  + Example: “***The viewer’s annoyance at the character works on behalf of ethos. Annoyance is a highly reliable way to train somebody to dislike another person since****..….*”
* Conclusion sentence: What we talked about before. Finish talking about what the paragraph discussed, while ‘pointing’ to the next paragraph.
  + Example: “Ethos and pathos are effectively combined by the presence of multiple characters within the advertisement, *but this is only part of the situation.*”

Third body paragraph.

* Topic sentence: How does an element/a few elements of the advertisement (sound, color, shading, etc. **contribute** to the advertisement’s ideology? State this in a sentence.)
  + Topic Sentence Example: “Lastly, the scenery of the advertisement subtly ‘puts down’ people with money problems by ‘lifting up’ people who don’t have money problems.
* Discuss how the element **affects the ad** and *creates the ideology* (the brightness of the colors creates a cheerful tone, the balance of the ad creates a sense of chaos, etc.)
  + Example: “One minor thing that’s important is **the lack of balance in the ad. The financially responsible characters sit on a chair that takes up more space, while the irresponsible character sits on a smaller chair that takes up less space**. *This creates the idea that the financially irresponsible are less important members of society*, which is supported by **the color of the white walls. Since white symbolizes purity**...*another sentence like this* ”
* Discuss how ***effectively*** the element’s effect on the advertisement supports the advertisement’s ideology.
  + Example: “***It might sometimes be a little logical to assume that somebody with a bigger couch is more important. However, there are stronger and more convincing logical ways to argue that somebody is important****.* The same applies to the colors...”
* Conclusion sentence: What we talked about before. Finish talking about what the paragraph discussed, while ‘pointing’ to the next paragraph.
  + Example: “Unlike ethos and pathos, the use of logos in this advertisement is weak, and does very little to strengthen the ad’s hidden message.”

Fourth paragraph: All-in-all, how effectively does the ad communicate its ideology? Some parts of the advertisement might be effective, some parts of it might not be. Is the ad ineffective or only partially effective at supporting its ideology? If so, why and how could it be made stronger? Maybe all of the advertisement is *completely* effective or ineffective (rare!) at supporting its ideology. If so, is it because the advertisement is so excellently (or poorly) done or is it because the ideology itself is true?\* Write your opinion in the **topic sentence**.

Example: **An anti-poor ideology is often presented effectively by the advertisement, only to end up failing miserably.** Ethos and pathos are strongly present in multiple forms, whether it be due to characters, the background, or the set colors. The ideology makes sense due to these two elements. However, the lack of strong logic keeps the emotion and characters from being as convincing as they could be. As a result, the entire ideology is not as strong as it could be. If the responsible characters had tried to reason with the irresponsible character, then his inability to listen to their advice would be more frustrating for the viewer. If this had been the case, the ethos and pathos of the ad might have been stronger because...”

Conclusion: So what? What are we supposed to think about this ideology? Should we accept this ideology that the ad presents? Should we not accept it? If the ad presents a good ideology that is presented weakly, should we try to present this ideology in a stronger manner? If the ad presents a bad ideology that is presented strongly, should we present this ideology in a weaker manner? How would this ideology affect us and our lives? Start from specific to general, like we mentioned before.