Smartwater

1. Checklist
   - The paper meets the length requirement of 3 pages
   - It also follows MLA format
   - There is an image of the ad in the beginning

2. Introduction

   The writer clearly states the context of the ad. I like how they gave a brief summary of the points that are going to be talked about in the paper. They could elaborate more on how the ad is effective. Be a little more detailed about it.

3. Thesis

   The thesis was not clear to me. I think the thesis of this paper is "I think the ad is effective, Smartwater is creating a sense of fear of being unhealthy and that drinking this water will improve your health and balance your life and work". This thesis is an argumentative thesis but it could use some work. Even though it can be argued, it somewhat feels like an obvious statement. The writer does state that the ad is effective.

4. Audience

   According to the writer, the main audience would be people who are middle-aged with 65% being men and 35% women. The writer could work on the range and make it more clear by having a median age.

5. Evidence and Explanation

   The explanations were fairly brief and short. I suggest that they elaborate more rather than just stating what is directly shown in the ad. They did a great job walking the audience through the ad but the explanations needs some work. They could focus on the smaller details and think about how it relates to their thesis.

6. Course Reading

   The writer talks about how Smartwater has elitism traits and how it is better than other brands of water. They can talk more about how it ties to elitism. The writer briefly mentioned about the need to feel safe but never went back to it.

7. Conclusion

   Their conclusion included their own personal reaction to the ad. It is stated well. They just talked about how water is good for you. They forgot to include the final verdict on the ad's effectiveness.

8. Organization/Paragraphs/Topic Sentences

   It was well-organized and the topic sentences were clear and straight to the point.

9. Other subjects

   They can talk about how the colors in the ad adds more to it.

10. Final Comments

    I suggest that they work on their analysis by making it more clear and elaborate more rather than just telling us what we see.