

Chris DeVisser

ENGL 109

Prof. Jay Dolmage

Dec. 4, 2017

### **Ad Analysis Reflection**

This reflection is special in that I did not receive peer feedback due to handing the essay in late. What I can say is that it was clear to me early on that the essay would not turn out like I imagined. I had planned to use this ad's strength of being unique and different from every other company's ads. While most ads advertise a product, this ad was essentially ripping the other ads apart for being so generic. In addition, the fact that it was so different had the potential to keep me entertained while writing the essay. It was perfect for how I felt because my opinion on marketing tactics is largely that they're extremely stupid. It saddens me that they work so well on the population as a whole.

Anyway, I simply lacked a point solid enough that I could get behind it and write something good. The general idea was there, but I was doing it injustice the whole time I wrote my essay. In my opinion, that general idea was the only good thing about the essay and the execution was a big letdown. While I thoroughly enjoy analyzing certain games, I found no way to carry over that excitement to the essay, and it clearly shows. I wrote the essay in one sitting, well into the night, and I was so frustrated by the end of it that I didn't even check it over. Given how many times I check over things like emails, that was surprising to me. I also felt no relief whatsoever that it was done; I actually felt worse after finishing. I knew well before then that no matter what, my two revised essays would not include that one. In short, there's attempted analysis, but it all felt hollow. What I wrote was completely different from what I envisioned. As far as feedback goes, my mind was made up at that point to leave it out of my portfolio. In

addition, I was so frustrated writing something that I knew would turn out badly, so feedback for this essay would be mostly lost on me unless it was something I could change about my everyday writing.