

ESSAY 1: YOUR CONSUMER LIFE

First Draft (2 copies)

Due: Tues, 9/20

Reading: Read Hacker, Sections C5 & C6

First Draft (Middle Section):

We've been discussing the idea of consumer culture for the last three weeks. You've written about your role in consumer culture, observations/analyses of others in fashion trends, summaries of essays critiquing consumerism and the impact of signs on an individual's portrayal. You've also read three essays in which each author uses semiotic analysis of various product to argue his/her ideas.

For this first draft, you need to review all of your writing exercise, including your Letter to a Friend. You have an opinion about consumerism and popular culture. What is it? What exactly did you see when you observed other students? Why must you walk through unnecessary items in a store to find the necessary items? What role do you play in consumer culture? And, finally, is it an overconsuming culture? Who is part of it? Who causes it? Is it a bad thing? Is it healthy?

In your journal, brainstorm on these questions before you proceed to your first draft. When you finish brainstorming, start to gather your ideas into clusters in your journal. Create a specific argument that deals with the topic: Is contemporary culture too concerned with consumerism? You may use your personal experiences, but that is the only part of your essay that should contain "I." Draft the middle of your essay. Don't worry about the introduction and concluding paragraphs yet. (We'll get to those later.)

Bring 2 copies to class on Tuesday for Group Workshop.

Evidence:

To support your argument, use any evidence that you've collected in your last 5 writing exercises (description, analysis, personal experience, readings). Your draft needs to include at least 2 quotes from one of the 3 essays that we've read.

Page Length: 4 pages (minimum)

Administrative Notes:

- ▶ This assignment needs to be typed, double-spaced with one inch margins.
- ▶ Type your name, the date and First Draft, Essay 1 on your written assignment.
- ▶ Type your name and the page number in the upper right corner of every page.
- ▶ Give this exercise an original title (of your creation).
- ▶ Staple the pages together. (DO NOT FOLD OR PAPERCLIP YOUR PAGES.)
- ▶ Proofread everything before you turn it in. There should be no spelling or typographical errors.

Writing Tips

- ▶ Use signal phrases to introduce a quote.
- ▶ Include the author's name and essay title.
- ▶ Indicate page number in parenthesis.
- ▶ Place punctuation inside quotation marks.
- ▶ Analyze the quote & connect it to your idea.
- ▶ Use your critical voice!