**Analyzing Advertisements Essay Writer’s Checklist**

**Overall Organization:**

* Is the paper formatted in MLA style? (double spacing, etc.)
* Is there a properly capitalized TITLE that informs the reader about the essay?
* Is there an introductory paragraph, a number of body paragraphs, a conclusion, and a Works Cited Page?

**The Introduction:**

* Is there an engaging first sentence that “hooks” the reader?
* Is the article from the text, “Advertising’s Fifteen Basic Appeals” by Jib Fowles introduced to the reader using a correct author tag? Is his name spelled right?
* Is the advertisement chosen for analysis referred to in the introduction?
* Is there a clearly stated thesis statement of the essay’s main point?

**Body Paragraphs:**

* Do the body paragraphs each have a *topic sentence that focuses on a specific detail in the ad*? (i.e. color, people, font, text, images)
* Do the paragraphs have sentences that develop that point of analysis by giving *specifics and examples* from the ad and from the textbook as support?
* Are there transition words that allow the reader to follow the points made by the writer from paragraph to paragraph?

**The Conclusion:**

* Does the writer revisit the thesis without repeating it?
* Does the conclusion provide the reader with a sense of closure?

**Documentation:**

* Are there *in-text citations* for the references to the article in the textbook?
* Is there a separate *Works Cited List* that includes both the article in the textbook, and the source for the advertisement used for analysis?

**Proofreading:**

* Is there evidence the paper has been proofread for sentence level errors?
* Are the sentences clear from awkward construction, fragments, run-ons, capitalization errors, subject verb agreement, and punctuation errors?