



Discussion

Hypothesis: By reflecting on where my drafts were the weakest and revising them accordingly, I will be able to improve them significantly
The evidence below confirms this hypothesis.

When I take the time, I am very particular about the organization of my paragraphs and the sentences within them. I spend a lot of time perfecting the order and making sure it sounds just right. I also like to add a lot of detail and description, but in a very particular way. I don't like to just add adjectives, I reword and think a lot about everything. In my first essay, I wrote my rough draft very lazily and sloppy, so there were a lot of places to fix. My first revised section is from that first essay and I was able to add and change a lot.

Our second essay required us to analyze an advertisement and I chose one about endangered species (Figure 5.2). My claim statement was "This advertisement uses contrast and pathos to highlight the deadly consequences associated with buying exotic animal souvenirs to get the attention of those who are uninformed of the true costs of this unforgiving trade," so I revised the sections to emphasize the contrast and pathos displayed in the image.

Figure 5.1: Key

Green = Need to expand
Purple = Needs a transition
Gray highlight = Diction awkward
Blue = My explanations for any changes
Red = Strong diction improvements

Original Section 1: (From Paper 1)

"Over the big red heart in the center of the card, my dad had written a short note- "I love and miss you. Can't wait to see you." It was short and simple, which reflected our relationship perfectly; we didn't have to say much to know how much we meant to each other."

Problems:

This section came from my very first rough draft of the paper and I rushed through it, just typing my ideas without expanding on them or putting any thought into their structure. This set me up for a lot of places to add more detail and to improve. It did not give any background about why our relationship is simple and meaningful and was very short and weak. It also was the beginning of a new paragraph and didn't transition well from the previous.

Revised Section 1:

"Along with the happy memories associated with the card, it made me realize just how much I meant to my dad. (I added a transition to flow from the previous paragraph to this one) Our relationship was simple, yet very meaningful (I introduced the simple relationship before I mentioned the short note instead of just stating it at the end to give the reader some background information); we were best friends but we rarely vocally expressed this or anything else remotely deep (This expands on the simplicity of our relationship). For instance, instead of outright saying anything, we expressed our love and appreciation for each other through subtle actions. He would put my favorite candy, a Twix bar, on my dresser the night before he went on a business trip, I'd cover his office with fuzzy pipe cleaner hearts on Father's Day, we'd reference inside jokes around my mom and sisters-knowing they wouldn't understand-just to make each other

laugh (I described different memories to give the reader examples that show how our relationship is simple yet meaningful). In the center of the card he gave me, scribbled over the single red heart in the middle, were the words “love and miss you, see you soon.” (I reworded this to make it flow better). This plain and direct note reflected our straightforward relationship perfectly and the knowing he loved me gave the card an even more important meaning. (I reiterated this idea at the end so that the reader gets the main idea)”

Original Section 2: (From Paper 2 (Figure 5.2))

The most noticeable part of this ad is the red blood stain behind the woman’s suitcase, which stands out against the empty gray background. The ad also includes the words “Don’t buy exotic animal souvenirs”, which are written in small, white letters in the bottom corner of the ad so that they blend into the background and so that they don’t take away from the main focus point, but still make sure the message is clear. This contrast between the blood and the ground draws the viewer’s eyes straight to the blood, making it the first thing they see.

Problems:

Since the main focus of this ad is the impact that the contrast has on the viewers, it should use strong diction to vividly describe the image to emphasize this main message. The part about the words written at the bottom is very badly written and seems like it was just thrown in there. That entire sentence isn’t necessary to get the point across and just makes the section more complicated. Also, I did not explain the significance of the fact that the blood was the first thing the audience sees.

Revised Section 2:

The most noticeable part of this ad is the bright crimson blood stain trailing behind the woman’s suitcase, which stands out harshly against the empty gray background. The ad is not complicated and only involves a few key elements, but still invokes a deep reaction from the audience (I added this sentence to introduce the idea that it causes a strong reaction before expanding on why this is important at the end) By not cluttering the ad with distractions and just focusing on the blood stains, it gives the reader an ominous and discomfoting feeling. (I included this to expand on the “deep reaction” I previously mentioned). This contrast between the blood and the background draws the viewer’s eyes straight to the blood, making it the first thing they see and therefore providing a shocking and powerful message immediately (I added “and therefore providing a shocking and powerful message immediately” in order to show why the fact that they notice the blood first is significant).

Original Section 3: (Also from Paper 2)

We associate blood with fear and death, and the context of the ad refers to the death of an animal, a sad topic for many people, so this image uses pathos to make the viewer have strong emotions and grab their attention. This blood represents the endangered animals that were killed in order to be made into the souvenirs that this tourist bought and is bringing home in her suitcase.

Problems:

My claim statement: the ad I chose had a very intense message and my goal was to convince the reader how powerful this ad is. My weak diction was not helping to get this point across, so that was where I made my most significant changes. Also, this section didn’t flow as well as I wanted, and I was struggling with the wording in some places. I ended up spending a lot of time thinking about the structure of the section and making sure I was content with the order.

Revised Section 3:

We naturally experience negative emotions at the idea of blood because it is so closely associated with death, but the **torture and murder** of a **poor innocent** animal is a particularly **heart wrenching** subject for most people. Since **(added a transition)** the blood in this ad represents the endangered animals that were killed in order to be made into the souvenirs that this tourist bought on her vacation and is bringing home in her suitcase, **(I moved this part of the section up to the frame it is referencing to help the section flow better)** this **graphic** image uses pathos to **invoke strong emotions** in the viewer. **(I moved the “this image uses pathos...” part from the first sentence to the end so that the section flows better.)** I also reworded “make the viewer have strong emotion” to say “invoke strong emotions in the viewer” because the original wording sounded very awkward.

Figure 5.2: The World Wildlife Fund advertisement used for my second paper

