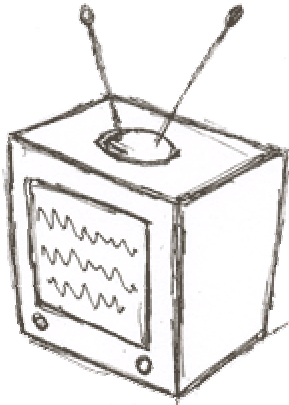


Short Paper 1.3: Culture Factory

engl 111 / sec. M / winter quarter 2006-07 / chang



By the time you sit down to this assignment, you will have been introduced to the basics of cultural studies and to the analysis of many different kinds of texts, including images. You will have read Lister & Wells and interfaced with their essay several times. You will have done close reading, thought about rhetoric, argument, and claim, and you will have generated your own claims and ideas. It's time for more practice.

Like your previous assignments, whether you were consciously aware of the fact or not, this assignment asks you to generate a claim about one of the cultural productions, one of the texts we have discussed and explored so far in class. This short assignment is a response paper, an exploratory paper, a claim précis.

In other words, your goal is to identify something significant, something with stakes about the text that strikes you, gets you thinking, demands analysis, and that opens up the text in a new, interesting, provocative way. Remember that for such a short response paper, you will need to dive right in and demonstrate focus, detail, coherence, and the ability to concisely formulate arguments: open with a specific claim, support with evidence and analysis, identify the stakes or the importance of your analysis.

Choose a text – such as a print advertisement or a commercial or even one of the readings – and make a claim about what the text is arguing, doing, challenging, stereotyping, complicating, constructing. Be selective and focused. For this 2-page paper, consider the question: **“What does this artifact, this text say about my world, my culture?”** Support your claim with detailed examples, close reading, your analysis of the artifact, and quotes from the class readings.

Targeted outcomes: 1, 2, 3

Turn in: 2 pages, typed, no title page, double-spaced, stapled

Due: Monday, January 15