

Class: ENGL 1101

Assignment: Workshop/Staging and Sign, Signals, Significances

EXAMPLE!



Staging:

Sexuality has broached its way into the public market place. In a country where only 100 years ago females could not leave their home with a skirt higher than their ankles, it would be a rarity to find an ad nowadays with girls wearing more than a skimpy bikini. Though this phenomenon has become the “norm,” the actual resonance of sex had never been exposed until Burger King released its Super Seven Incher Sub advertisement, an exposure that stretched the limits of free speech and revolutionized the art of advertising. Not only does the ad radiate an air of controversy by displaying a nonchalant, machinist, 21st century “where” as the center attraction towards a family audience, but it also boldly uses phrases such as “BLOW your mind away” and “desire for something long, juicy,” which obviously designates the provocative path of the propaganda. The question that society continues to double back on itself reverberates: Is there a limit to what can be illustrated in the modern marketplace, and if this boundary does exist, will it contradict free speech, protect women’s rights/ gender equality, and subdue potential marketing strategies?

Comment [b1]: “Hook” for the reader—brings the reader into the conversation; creates INTEREST

Comment [b2]: Making the Sign the STAR—introduces the reader to the TEXT—identifies the sign for the reader

Comment [b3]: SITUATES the sign; here the writer begins to move toward the main argument and situates the sign in a cultural context

Comment [b4]: Posing the PROBLEM—writer offers the main driving theoretical question (this question may also be posed as a statement)

Sign/Signals/Significance (#1): The Super Seven Incher advertisement vaporized the last essence of public decency and opened the public marketplace to an unlimited appropriateness scale, forging a deeper succumb from the old-time American sense of values and tradition.

- Comment [b5]: Sign
- Comment [b6]: verb
- Comment [b7]: Signals/Creates the Argument
- Comment [b8]: Significance/Helps the Writer to move more effectively into his/her argument ***

Sign/Signals/Significance (#2): The Super Seven Incher advertisement portrays the modern female as merely an object whose only purpose is to satisfy and submit to the control of an outside presence, which only increases the suspicion of gender subordination in marketing propaganda.

- Comment [b9]: Sign
- Comment [b10]: verb
- Comment [b11]: Signals
- Comment [b12]: Significance

Sign/Signals/Significance (#3): The Super Seven Incher advertisement highlights the daunting statistic that sex sells, and no matter the social implications, advertising firms will continue to utilize these strategies, defying all integrity to acquire a few new customers.

- Comment [b13]: Sign
- Comment [b14]: verb
- Comment [b15]: Signals
- Comment [b16]: Significance