

Lab Essay

COLLEGE WRITING SKILLS READING SELECTION

Here's to Your Health!

Student Name _____ WED MAR 31, 2010

PRACTICE FOR YOUR FINAL

As essential practice for your Final Exam, I like to give you as many opportunities as possible to write a short essay in a single class period, start to finish, in response to a writing prompt.

OPEN BOOK EXERCISE

Your essay today will respond to the source material you've read for this week's wiki assignment. Use your books to find quotes and details in Joan Dunayer's "Here's to Your Health" (pp. 723-725).

YOUR WRITING PROMPT

Joan Dunayer wrote a classic Comparison/Contrast essay about ads for alcohol. In "Here's to Your Health" she examines four myths advertisers promote about the benefits of drinking. In alternating paragraphs, she describes the myths, then refutes them by showing the contrasts between the benefits the ads promise and the sad realities of what drinking delivers.

Of course, alcohol is not the only product advertisers try to sell us. We are bombarded with ads for products of dubious value on television, on the internet, in magazines and newspapers, on radio, even on signs along the highway

- For your essay, choose a **particular product or service** that doesn't deliver everything the ads would lead us to believe. Cigarettes are a good example, but so are prescription drugs, cosmetics, deodorants and body sprays.
- Don't restrict yourself to tangible items. You can write about weight-loss programs, gym memberships, cell phone contracts or foreign language lessons—any **particular product or service** that is advertised.
- Use whichever rhetorical mode suits your essay best.
 - A comparison/contrast essay, like Dunayer's, is good for contrasting advertising myths with the sad realities of **a particular product or service**.
 - A process analysis essay might describe the steps an advertiser should take to convince a consumer to buy **a particular product or service**.
 - A narrative essay might tell the story of how you were misled by advertising into buying a gym membership or other **particular product or service** and were disappointed with the results.
 - If you're familiar with how 3-5 different companies promote **a particular product or service**, you could use an exemplification essay to explain their different approaches; perhaps they create 3-5 different myths to stand out from the competition.