ESSAY THREE // POPULAR CULTURE
Lens Essay

THE ASSIGNMENT
In this lens essay, you will use an article from the popular culture unit in TS/IS to shed light on a specific piece of popular culture in order to show your readers something that they would not have been able to see if they had looked at these texts separately. You want to make a clear and specific argument about how the article from the textbook can be applied to the popular culture on which you’re focusing.

☐ Choose one article from the unit on Popular Culture in TS/IS. Read the article to identify the author’s core arguments and vocabulary, and develop an outline of the main points.

☐ Then, choose a specific piece of popular culture – an episode of a television show, a television commercial, a song, a print advertisement, a billboard, a greeting card, etc. You may decide that it will serve your argument better to bring in two items that are very closely related – like two episodes of the same television show or two print advertisements, but you need to keep it focused. Please talk to me if you are not sure about what will work.

☐ No matter what type of popular culture you choose, you should be able to access it over and over for an in-depth analysis. If you choose an episode of a TV show, you need to have it downloaded so you can watch it enough to develop specific evidence (like quotes or detailed descriptions of a scene or sequence).

☐ Ask yourself: Where do I see points of agreement or disagreement between the article and my piece of pop culture? Which of the main arguments of this article could be applied to my piece of popular culture? Are there parts of the article that do not apply to my piece of popular culture? Why?

☐ As you decide on your argument, consider the following questions: What would the author of this article say about the popular culture I’m focusing on? Does the popular culture I’ve chosen prove or disprove my author’s argument? How does this author influence my understanding of this piece of popular culture?

REQUIREMENTS

# Your essay needs to be a minimum of 2000 words. If an essay does not meet this minimum requirement, the highest grade it can earn is an F (Range: 0-59%).

# In addition to your lens article and the “text” you are applying it to, you are required to use THREE other reputable sources. This means that your final product should have a minimum of FOUR sources cited parenthetically in the text and listed on the Works Cited page. If your essay does not meet this minimum requirement, the highest grade it can earn is a D. If your Works Cited page includes sources not cited in the body, or if the body of your essay includes sources not listed on the Works Cited page, the essay will earn an F.

# Your reader has not examined your piece of popular culture. You need to explain everything for them.

# Proper MLA format, in-text citations, and a properly formatted Works Cited page are required. Refer to the MLA handout or the style guides recommended to you in the WRC.

# You should not use: I, me, my, mine, you, your, yours, we, our, ours

# Evident and smart use of various They Say/I Say templates