

Unit Two

Annotated Bibliography Packet

This packet contains several documents that should help you in the process of crafting an annotated bibliography (AB).

Important Things to Note First (copied from Unit 2 Assignment Sheet):

Assignment Description: You will conduct an academic inquiry into the marketing and advertising of a brand or product aimed at you as a consumer. The unit is made up of multiple writing and research projects that will lead you from an exploration of your personal interest in a topic, to a discovery of sources that reflect multiple points of view on your topic, to an assertion of a position in the context of the larger conversation represented by those multiple points of view. First you will gather primary and secondary information about the brand or product, describe, analyze, and evaluate that information in an annotated bibliography. You will then synthesize your information, grouping it so that it logically leads to an arguable point of question that you will then pursue in your consumer culture argumentative paper.

Description & Requirements of the AB:

- Annotated Bibliography: This is a list of your sources in MLA format and includes an annotation for each source which consists of both a summary of the source and an evaluation of the text for its usefulness in relationship to your project. (10 -12 sources, *at least four primary, at least four secondary; at least three of the secondary sources must be scholarly.*)
- The italicized section above is detailed below. The numbers noted above do not add up to 10 sources, meaning you will have more sources. You can have six primary sources if you want and five secondary sources (three of which are scholarly). Or, you could have four primary sources and six or more secondary sources (four or which are scholarly). You can play around with the sources, as long as you have the required minimum.
- Due: October 15. You will upload to Turnitin on MyClasses too.

What an AB is: A compilation of sources and materials you have analyzed, evaluated, and written about. For each source or material you use, you will provide the proper MLA citation and an annotation that gives a summary or description of the source, your evaluation of the source, and how you plan to use that source to make a point about the brand or product. An annotation should be ½ page to a full page. You need 10 of these annotations. There is no page requirement.

Sources:

- For each source you use, you will describe or summarize that source, evaluate it (using ethos), and reflect on the source (how you will use it to make a point about advertising, the target audience, etc.)

A **primary source** deals with first-hand data or info. For this assignment, you will use **four** primary sources that relate to your brand or product. For example, you can use four different Coach purses, four different Vitamin Water bottles, three Under Armour shirts and one Under Armour bag, etc. A primary source would also be an advertisement, like one that pictures Nicki Minaj for MAC or Ashton Kutcher for Nikon. If your brand or product has a website, that website is also a primary source. In addition, if your product or brand has a store, that store is a primary source. More examples:

- personal diaries
- works of art and literature
- speeches or mission statements
- photographs and posters
- newspaper ads and stories
- laws and policies

A **secondary source** reports on a primary source. This assignment requires **four** secondary sources. You may find a review on your product or brand, someone else (an unscholarly someone) talking about the efficacy of the product or brand, ratings on the brand or product, or notes of where that brand or product has appeared. More examples:

- history textbooks
- dictionaries
- encyclopedias
- book reviews

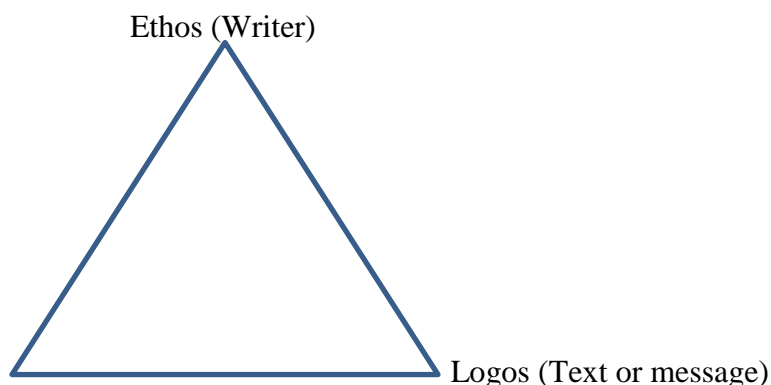
A **scholarly source** is a peer-reviewed source, which means it has been reviewed and approved by experts in a certain field. Most of what you find on SU's databases is scholarly sources. You must use **three** scholarly sources in your annotated bib. The three scholarly sources will also be

secondary sources, so, you only have to find one more secondary source to meet the minimum requirement.

A **popular source** is basically the opposite of a scholarly source—it is not peer-reviewed, is often short, and reports on current events without using academic language. This can be something like a Facebook, a website that is not the official one of your product or brand, and a magazine that is not the official publication of your product or brand (in which case it would be a primary source). A popular source will most likely be vague in description: “A study found that tofu prevents finger cancer.” In a scholarly source, there will be much more documentation: “A study conducted in 2008 by Proctor & Gamble reports that because of tofu’s high protein amount yet low calorie count, the bean-based food can reduce cancer cells from forming in fingers.” You are not required to have popular sources in your annotated bib but they will most likely help!

Methods, Appeals, and Ideologies to Employ:

1. Rhetorical Triangle (a.k.a. rhetorical appeals):



Pathos (Writer’s audience and you!)

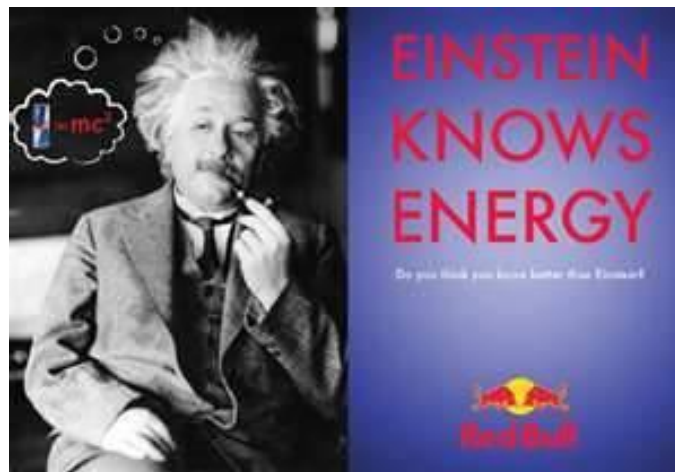
Ethos (Writer): The writer wants to establish his or her ethos or credibility to prove to the target audience that he or she is a reliable source. Writers can do this through explaining their writing or research process or giving their occupation and place of employment. For the AB, you may have to search on Google to find more out about the author. Here is a tip: do not trust everything you read on Wikipedia. By doing all this research on the writer and explaining his or her ethos you develop your own as a writer.

"Here's to the crazy ones. The misfits. The rebels. The trouble-makers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules, and they have no respect for the status-quo. You can quote them, disagree with them, glorify, or vilify them. But the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do."



Pathos (Writer's audience and you): A writer wants to hook you emotionally first and then get you to look at the product or message (Jib Fowles reminds us of this). So, a writer will employ various appeals to emotion through language, setting a mood, and in the case of the AB, through advertising. Think of the incredibly depressing ASPCA commercial with Sarah McLaughlin singing about being “in the arms of the angels.” The images of the sad puppies and forlorn kittens with Sarah’s smooth, slow voice hook our attention. We feel incredibly sad and desperate to adopt all the puppies and kittens in the world. After the hit of pathos, we can find out what the product or brand is: ASPCA. This is smart (albeit depressive) advertising. If your brand is Crayola, you can employ pathos through using words like “fun,” “creative,” kid-friendly,” and “rainbow of colors.” All these terms evoke happiness and a carefree attitude for kids, which is what Crayola is all about.

Logos (Message or text): Logos refers to logical argument or reason. There are certain trigger words we can look for in locating logos: “because,” “since,” and “as a result.” These words are usually part of logic: “Painters use Sherwin Williams paint because it’s the best in quality and price.” Or, we see it in advertising:

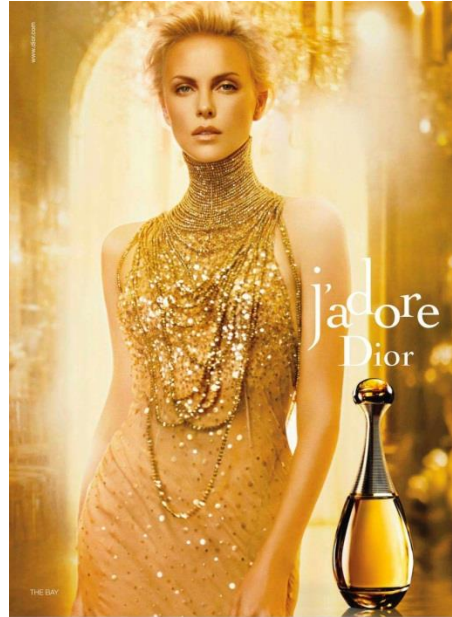


This ad hints at logos because Einstein created the formula for energy, and since Red Bull gives people energy, Einstein must know Red Bull gives people energy. Also, if Red Bull gave Einstein enough of a jolt to discover mathematical formulas, it will give us a jolt too. Logos is not always feasible (as Einstein clearly never even knew what Red Bull is), but it always appeals to the mind and logic. Anytime advertisers make you feel like you want their product, they are using logos on you.

A good argument or advertisement will have all three of these appeals.

Methods:

When evaluating a source or material (like an ad where Charlize Theron promotes Dior perfume), think about its context. Let's continue using our Charlize Theron example:



Where is this ad placed in the magazine? Near an ad for tanning oil? If so, we could make a connection to the burst of light that's implied or present in both ads.

What does Charlize look like? A radiant angel? If not an angel, coupled with the light coming from the back, Charlize looks like a goddess. She's wearing gold jewelry and a gold dress, which matches everything (including the perfume bottle) in the ad. What's the effect on us? We think of j'adore by Dior as a glowing, beautiful, golden product. Charlize and the colors in the ad instantly deem the product as liquid gold.

What are the colors used in the ad? We hit the high notes with this ad, but when you analyze your product, brand, or ad, consider the color choice. Blue is said to calm, yellow is a happy color, pink is typically for girls, green usually notes of a connection to the Earth, red is the color of passion, etc. Do the colors speak to the ad's purpose or the ethos, pathos, or logos?

Consider the ratio of product or logo (like the Nike swoosh) to other objects in the ad. Obviously, Charlize takes prominence in this photo over the bottle. Though the bottle and Charlize are shaped the same (which literally comments on the term "hourglass figure"), she is clearly the object that captures your attention. She's also much bigger than the perfume bottle. So, we could make the argument that really, this ad sells Charlize and her glowing beauty, and the perfume bottle is just an afterthought. This ad sells her beauty and sexual appeal.

Consider where your ad (that sells the product) or product itself comes from. This will most likely determine the brand or product's target audience. This Charlize ad comes from a women's magazine, Harper's Bazaar, therein implying Dior's target audience: women. Not only does Dior target women, but it targets wealthy women. Harper's Bazaar makes this point clear because the magazine is about high fashion. Rich women buy the product and less wealthy women pine after the product, giving Dior power and prominence.

Other Important Things:

1. Think about what language and how much language your product or brand uses. The language used will tell you a lot:



“Strong,” “muscular,” and “toned,” are traditionally not feminine attributes, but Nike is using this language to represent femininity. This is empowerment.

How much language used will also tell you a lot:



There is literally nothing else in this picture—no motivational images, no beautiful, sweaty celebrity to encourage or endorse—it’s just blackness and three words: “Just do it.” Here, Nike doesn’t care about anything else except you. They want you to literally put all negativity in the darkness (represented by the black) and just do whatever it is you want. They want you to “just do it.” Just work out. Just be confident. Just do it.

Ideologies:

- The point of knowing what ideology is and how it comes to be is so that you can understand advertisements, products, and brands.
- An ideology, or set of beliefs and values, shapes identity.
- Our ideology is shaped by culture, political allegiances, and who we associate with.
 - There’s a cultural example below.

What Americans believe about female beauty is evident in a woman’s identity (granted, not all women share the same identity). For the most part, Americans believe a woman should have shaved legs. Where this ideology came from and why isn’t important, the fact that it shapes a woman’s identity is. Is it natural to place a razor to the skin and cut off leg hair? No. Does it serve any purpose other than to be part of the norm? No. But, you better believe women shave because men and society expect them to. Therefore, shaved legs are part of feminine identity (at least for most in the US).

Sample annotations (from Coach AB available on MyClasses):

[Primary]

Coach. Large Tote bag: Signature Legacy. Coach store, Manhattan. 1 Aug. 2007. The signature legacy tote bag is a new addition to the Legacy Collection. The exterior is all black and made of the signature jacquard fabric with leather trim and fabric lining. The interior is made of a colorful silk lining of bright pinks, blues, greens, and yellows and contains an inside zip pocket as well as other multi-purpose pockets. It is particularly large and usually meant for travel. *This tote page is priced at \$348. Moreover, this Legacy Collection is a big deal for long-time Coach buyers because it has incorporated both past and present styles with a modern allure, of which are made of either all leather or signature-stripe fabric. Coach has the ability to make its products personal to each buyer through its many "personalities" (i.e. collections) of bags, and in this case, this large all-black signature legacy bag directly and frankly shouts a message of "I'm hot and you're not!"* The Coach brand is known for its classy and stylish products, and even though it can be considered pricy, buyers know they are getting exactly what they paid for and more. Thereby, this Coach product is intended more towards women with a mature/sophisticated yet bold/sexy style and a strong financial income.

[Secondary]

Fass, Allison. "Thank You for Spending \$300." Forbes. 175.1 (2005): 150. EBSCOhost.

Blackwell Lib., Salisbury University. 7 Oct. 2007. In this online article, Coach's leather is branching out to an extent and being used for more than handbags; however, Chief Executive Lewis Frankfort makes sure to have the number one focus continue to be on his customers' preferences. The \$1.4 billion industry of Coach is growing rapidly, and it

is now used in Lexus cars and for Cannon camera cases. However, do not be fooled because close to \$5 million is being spent on Coach's market research every year to gain insight on the partialities of Coach buyers. He hopes to keep sales up "by increasing the speed of sales transactions and sending thank-you notes to those who spend \$300 or more (150). *As a staff writer for Forbes, Allison Fass has written many articles in the column, Second Life, which constitutes hobbies and pursuits outside the work life. In this article,* she clearly depicts Coach's new business focus of attracting more sales as well as affluent individuals, for the company is only acknowledging people who spend over \$300. Thus, the intended audience is mainly Coach buyers who are particularly wealthy.

- Notice how the author of the annotated bib used MLA formatting and hit all the main points of an annotation: summarizing or describing, *analyzing the original author or source's ethos*, and noting how the source relates to advertising or marketing.

Note: In the second annotation, the student writer analyzes not only the author's ethos but also Coach's ethos (everything before the italicized section). This is good! The writer was able to do so because the source chosen discussed Coach's ethos.