

Unit 3: Writing Portfolio

First Draft Due: Tue 11/15

Second Draft Due: Fri 11/18

Final Portfolio Due: Tue 11/22

Adapted from Ways of Reading Assignments for Writing #1 and #3:

In her essay, “Beauty (Re)Discovers the Male Body,” Susan Bordo “speaks directly to you and invites you into her project: ‘So the next time you see a Dockers or Haggar ad, think of it not only as an advertisement for khakis but also as an advertisement for a certain notion of what it means to be a man.’ You don’t have to be limited to Dockers, Haggar, or khaki, but as you reread the essay and prepare for this writing assignment,” select two ads that present an account of “what it means to be a man”—ads which seem useful for “thinking along with Bordo or advertisements that seem like interesting counter-examples” (Bartholomae and Petrosky 178).

Using these ads as your primary source material and Bordo’s “Beauty (Re)Discovers the Male Body” as your main critical framework, compose an essay in which you work through “Bordo’s understanding of the role of gender in the ways images of the body are designed, presented, and read” (180).

Your essay should push beyond summarizing Bordo’s argument in order to extend her work to our own cultural moment (10+ years later). Has advertising moved beyond the constructions of gender Bordo presents? How do new trends in advertising subvert or reinforce gender and sexuality binaries?

As you speak back to Bordo’s text and as you “read” your ads, be sure to pay close attention to both the images and the copy (text) of your chosen ads as you conduct your analysis. Also, like Bordo, be sensitive to the ebb and flow of history, avoiding generalizations of the “we’re so much more enlightened” sort by locating your arguments in specific cultural and historical moments.

Remember your project (including your first draft) must always be at least five, full pages. If you use electronic images, please weave them into the body of your paper like Bordo does. However, remember that your writing must meet the five page minimum requirement when the ads are removed.