

**Invention Journal 17 - 1/26/17 – Write answers in your I.J. - then you will discuss with your small group after 15 minutes. Maybe your small group has some ideas for you.**

“The Only Way to Have a Cow” by Bill McKibben, “In Praise of Fast Food” by Rachel Laudan and “We Paved Paradise” by Katharine Mieszkowski are all unique looks into their topics and strong examples of **evaluation arguments**.

Your first essay is an evaluation argument about an aspect of culture – a media experience. (Faigley *Writing* text book page 325)

1. Read the Essay 1 – Media experience assignment sheet. Write the assignment main goal out in your own words.
2. Define MEDIA – don't just give examples – try to define MEDIA
3. Now, give examples of MEDIA
4. Define GUILTY PLEASURE
5. Now, give examples of GUILTY PLEASURES – don't have to be media related
6. What are TWO or THREE guilty pleasures you participate in that would work for the media essay – evaluation argument?
7. How does your media experience fit the criteria of guilty pleasure?
8. How is your media experience “a waste of time, stupid, immoral or offensive?”
9. What one media experience are you leaning toward writing about? (Reference the assignment sheet. Is your experience unique? Is your experience a guilty pleasure? This is a brainstorming day – you can change your mind later.)
10. What will be some **specific criteria** you will have to make sure to include in your Essay 1 that you will then evaluate? (Use page 325 to help you.)
11. Look at McKibben's essay on page 327. There is a flow chart about how the essay is organized. In what ways would this essay and the flow chart be an effective model for your evaluation argument about your media experience?
12. What specific groups of people will think your media experience is a waste of time, stupid, immoral or offensive? (the naysayers)
13. How will you concede (make a concession) about how you do agree that your media experience is sometimes a waste of time, stupid, immoral or offensive?

**ADVICE** – Chapter 11, pages 324-325, are key. You are evaluating an experience of **CULTURE**. Make sure you have read the essays in the chapter.