

## APPROACHING THE RESPONSE ESSAY

### Option 1: Rhetorical Critique (Quite Difficult)

Example Thesis: Nakamura's principal rhetorical strategy in her essay is to associate the advertisements she analyzes to the terms "Other" and "Otherness" as well as western culture's relation to "difference"; in this way, the advertisements are aligned with a tourist gaze at the third world.

Response essay goes on to explain how the author makes these associations in her analyses.

### Option 2: Ideas Critique (Somewhat Difficult)

Example Thesis (More Positive): While Nakamura seems to rather quickly jump from one discussion of advertisement to another without much synthesis or comparison, her analysis of the use and misuse of the impoverished third world in high tech corporate advertising is largely persuasive.

Response essay goes on to explain how the author is persuasive, what she did successfully in her essay and why her argument is viewed as persuasive.

Example Thesis (More Negative): Although Nakamura impressively canvasses a range of advertisements to demonstrate her argument that the corporate vision of the third world is largely oppressive in its characterization, she seems to be needlessly and overly critical of tourism as a means of understanding the more impoverished cultures of the world, and one has to wonder how someone interested in travel as a means of understanding other cultures is supposed to engage this world or not.

Response Essay goes on to explain the limitations of the author's argument and skepticism about her views.

### Option 3: Reflection (Reasonably Easy or Not that Difficult)

Example Thesis: While Nakamura persuasively shows how the marketing campaigns during the early days of the Internet exhibited a kind of neo-colonialism, today's advertising about the Internet and computer technology is more self-conscious about such attitudes.

Response Essay goes on to provide examples of the changes in advertising today.

Example Thesis: Nakamura's examination of the imperialist attitudes prevalent in early advertisements of computer technology remind me of my first days when I discovered the Internet.

Response Essay goes on to provide descriptions, examples and comparisons from the writer's own experiences.