

Style Authors of critical analyses choose titles for their work that make their position clear for readers right away. They also use language that shows their perspective on the piece they are evaluating.

Design Critical analysis papers are formatted like most other academic papers: as text-based essays or researched arguments that follow a specific documentation style, such as MLA, APA, or *Chicago Manual of Style*. Usually these papers have one-inch margins, an introductory paragraph, supporting body paragraphs, a concluding paragraph, and a list of citations because an analysis always draws on at least one other work (the thing being analyzed) and often other sources as well.

Sources Writers of critical analyses provide the following for their readers:

- *Specific examples from the text.* The main source of a critical analysis is the text being analyzed. Sometimes writers include outside research, if appropriate, to help support their claims. For example, in doing a literary analysis, writers might include some analyses by other literary critics that help support their claims about the work.
- *Documentation of the piece they're analyzing.* The piece being analyzed, plus any outside sources, are included in a Works Cited list at the end of the analysis, as well as in parenthetical citations in the body of the essay.

Guided Reading | Critical Analysis

Student Ren Yoshida was given an assignment to find an advertisement on a topic that interests him. He was asked to then compose a critical analysis of that ad. In his analysis below, Yoshida responds to a coffee ad created for a company called Equal Exchange. Before he wrote his analysis, he did a close reading of the ad and annotated it. Take a look at the annotated version of the ad below before you read Yoshida's analysis.



What does "Equal Exchange" mean? What is being exchanged? Is the exchange truly "equal"?

Who is "Empowering Farmers"? Why is "Empowering" presented in a cursive font? Maybe to contrast the "FARMERS," in sturdy all capital letters?

Straightforward design and not much text.

The central image is outstretched hands. Is she giving a gift? Inviting a partnership?

Model's hands held in a heart shape, filled with coffee beans. Angle makes her hands large.

Coffee beans are red, earthy.

Ad text has positive words: consumers choose, join, empower, farmers stay, care, farm, support, plan.

What is the "network"?

How would I know whether buying this coffee will help farmers stay on their land?

Braziller/Kleinfeld, *The Bedford Book of Genres: A Guide and Reader 2e*, © 2018 Bedford/St. Martin's

► ANNOTATED ADVERTISEMENT

Equal Exchange, "Empowering Farmers." Annotations by Ren Yoshida, student.