Department of English & Writing Studies

Children's Literature and Advertising Culture
English 3900G (001)
Winter 2017

Instructor: Dr. Gabrielle Ceraldi
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Location: Arts & Humanities Building 1B08

Date/Time: Tuesday 12:30pm-1:30pm;
Thursday 12:30pm-2:30pm

Office Hours: T/Th. 2:30pm-3:30pm or by appt

Prerequisites: At least 60% in 1.0 of English 1020E or 1022E or 1024E or 1035E or 1036E or both English 1027F/G and 1028F/G, or permission of the Department.

Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Course Description
Advertising is a central institution in our consumeristic culture, and children are an important but problematic target for the advertising industry: children wield power as potential consumers of toys, foods, and television programs, but lawmakers also seek to protect children from advertising that might compromise their health or values. Children's literature is situated uneasily within this cultural
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Grading Rubric:

Thesis	Excellent	Forceful, fresh and challenging
	Good	Clear development of a specific thesis
	Satisfactory	Reasonably clear thesis
	Poor Inadequate	Unclear, overgeneral
Argument (ideas)	Excellent	Original, analytical, persuasive, depth of insight
	Good	Analytical, persuasive, with some originality and depth
	Satisfactory	More descriptive than analytical, not fully persuasive
	Poor Inadequate	Plot summary or lengthy paraphrase, general observations
Organization	Excellent	Paragraphs focus on clearly articulated, meaningful topics
	Good	Paragraphs support thesis adequately
	Satisfactory	Most paragraphs support thesis; some problems with coherent paragraphing
	Poor Inadequate	Significant problems with paragraphing
Use of Sources (quotations)	Excellent	Detailed engagement with text, seamless integration, proper documentation
	Good	
	Satisfactory	
	Poor Inadequate	