

Target Audience Discussion

Discussion Topic

Watch the video by clicking the link below.

[McDonald's Envelope Ad](#)

Who do you think the target audience for this advertisement is? Why?

Write a target audience statement including the demographics you interpret from watching the advertisement. Include demographic information. Explain your rationale for the target audience you identified.

You must make your main posting before seeing peers' responses.

Be sure your response is at least 250 words. Respond to at least two peers in 100 or more words for each response.



Discussion Requirements

Initial Post

Your postings should be thorough but should not exceed one page. For full credit, please respond to the instructor's posting (the initial posting) in at least 2 paragraphs and to a fellow classmate's postings in at least 2 paragraphs.

Writing a College Level Paragraph

What is considered a college-level paragraph? I will look for these six items in all paragraphs.

Topic Sentence. The topic sentence summarizes the main point of the paragraph.

Explanation and Expansion. Explain, and expand upon your main point. Sometimes you give background information or support for argumentative points here.

Examples. Provide examples that support your topic sentence.

Analysis. So what? Why? How? Why should the reader care? You need to make clear to the reader what you as a writer get from the examples.

Transitions. Finish the paragraph up with a sentence or two that helps move the reader into the next point, to the conclusion or to further the conversation.

No plagiarism! In this course, the first time you are found being academically dishonest, you will receive a zero for the assignment. If you are found academically dishonest a second time, you will receive an F in the course. Academic dishonesty may result in further disciplinary action and/or a referral to the Dean of Student Affairs. For more information, refer to the Student Code of Conduct Policy and the Student Code of Conduct section located in the Student Handbook. In this course, the first time you are found being academically dishonest, you will receive a zero for the assignment. If you are found academically dishonest a second time, you will receive an F in the course. Academic dishonesty may result in further disciplinary action and/or a referral to the Dean of Student Affairs. For more information, refer to the Student Code of Conduct Policy and the Student Code of Conduct section located in the Student Handbook.

Proofreading your Paragraph

After writing your discussion, you will need to proofread and ask yourself these questions:

- Does the discussion flow well?
- Is the big picture clear?
- Does the order of the sentences make sense?

- Is the discussion free of spelling errors?
- Are the words used correctly?
- Is the punctuation correct?
- Are all of the sources cited correctly?

Responses

When you give responses, your goal is to try to move the conversation forward in a meaningful way. You want to avoid discussions like this:

Student A: I like pizza.

Student B: I like pizza too! I'm really glad you said you like pizza, because pizza is delicious. I liked when you said you like pizza. Great point!

In your responses, move the conversation forward by doing more than just agreeing. It can be helpful to focus on making connections between what your classmates are posting, your own experiences, the readings in the textbook, other posts in the discussion, or anything else you think is relevant and helpful. You can also consider asking questions to help clarify the points your classmates are making or to help the class consider some deeper points of a particular discussion. All of the guidelines for writing a college-level paragraph still apply when you are writing responses, and remember that the responses should be at least two paragraphs.

Grading Rubric

Criteria	Possible Points
The main posting is thought-provoking, informational, and demonstrates outside research, and is at least 250 words	15
Peer responses follow criteria outlined in Discussion Requirements; at least 2 peer responses of 100 words each are present	10
Total	25