

Off), and by comparing men's interests (the Super Bowl, lawn care) with women's (manicures).

3. THE THIRD SENTENCE analyzes the *author's purpose* using an *in order to* statement:

EXAMPLE: He exaggerates and stereotypes these differences **in order to** prevent women from so eagerly accepting society's expectation of them; to this end, Barry claims that men who want women to "look like Cindy Crawford" are "idiots"(10), implying that women who adhere to the Crawford standard are fools as well.

4. THE FOURTH SENTENCE describes the essay's *target audience* and **characterizes** the author's relationship with that audience—or the essay's *tone*:

EXAMPLE: Barry ostensibly addresses men in this essay because he opens and closes the essay directly addressing men (as in "If you're a man...") and offering to give them advice in a mockingly conspiratorial fashion; however, by using humor to poke fun at both men and women's perceptions of themselves, Barry makes his essay palatable to women as well, hoping to convince them to stop obsessively "thinking they need to look like Barbie" (8).

Put it all together and it looks darn smart:

In "The Ugly Truth about Beauty" (1998), Dave Barry argues that "... women generally do not think of their looks in the same way that men do"(4). Barry illuminates this discrepancy by juxtaposing men's perceptions of their looks ("average-looking") with women's ("not good enough"), by contrasting female role models (Barbie, Cindy Crawford) with male role models (He-Man, Buzz-Off), and by comparing men's interests (the Super Bowl, lawn care) with women's (manicures). He exaggerates and stereotypes these differences **in order to** prevent women from so eagerly accepting society's expectation of them; in fact, Barry claims that men who want women to "look like Cindy Crawford" are "idiots" (10). Barry ostensibly addresses men in this essay because he opens and closes the essay directly addressing men (as in "If you're a man...") and offering to give them advice in a mockingly conspiratorial fashion; however, by using humor to poke fun at both men and women's perceptions of themselves, Barry makes his essay palatable to both genders and hopes to convince women to stop obsessively "thinking they need to look like Barbie" (8).

Barry, Dave. "The Ugly Truth about Beauty." *Mirror on America: Short Essays and Images from Popular Culture*. 2nd ed. Eds. Joan T. Mims and Elizabeth M. Nollen. NY: Bedford, 2003. 109-12

Verb Bank

Here is a list of verbs you might find helpful. It is by no means a required or exhaustive list. Remember that you must always strive to employ the most connotatively precise words you can.

*adjures advances advises asks asserts begs beseeches cajoles cheers chimes commands
complains confides conveys counsels crows declares decrees decries demands describes dictates
directs discloses divulges elucidates employs encourages entreats espouses exclaims exhorts
explains gripes groans grouses grumbles hails hints illustrates implies implores inquires
insinuates instructs intimates invokes justifies laments mandates mocks muses orders pleads
ponders pontificates proclaims pronounces proposes queries rationalizes recommends recounts
relates reports requests reveals sighs sings snarls sneers states submits suggests summons wails
whimpers whines wields wonders*

Adapted with gratitude from Tracy Duckart's Instructional Website at Humboldt State University