

# Friday

September 9, 2011 (9.9.11)

## 1. Materials



Composition Book  
+ Pen or Pencil



Planner



Sticky Notes

## 2. Agenda

<u>Minutes</u>	<u>Activity</u>
5-7	Warm Up
2	Homework
2	<i>Language Use &amp; Style</i> SLM, Concept 2
5-7	Notes: Connotation, Denotation, Z-Line
20	Teams: Analyze magazine advertisements
Remaining	SPONGE: "Parking Lot"

## 3. Special Announcements

- **Pep Rally is today during 7<sup>th</sup> period!**

# Warm Up

September 9, 2011 (9.9.11)

Volume-O-Meter: 0 (No Talking)

Time: 4 Minutes

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**Please make sure you have LL Entry #3 sticky noted and ready to go for Hampton as he passes by!**

1. Let's review yesterday. Using one sentence for each, describe the following:
  - a) Literary Criticism
  - b) Reader Response Criticism
    - a) Positives and Negatives of this criticism
  - c) Formalist (New) Criticism
    - a) Positives and Negatives of this criticism

# Transition



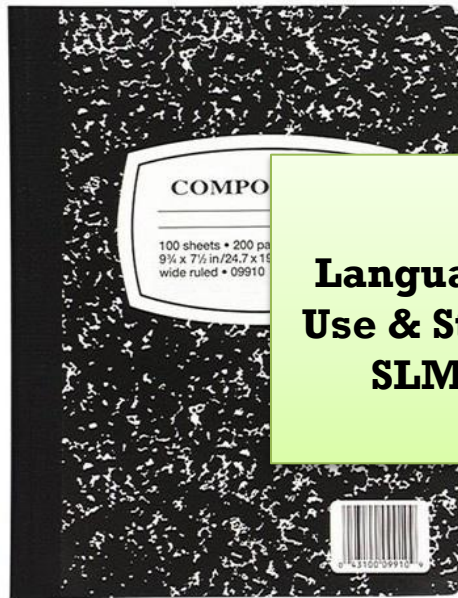
Student  
Planner

# Homework

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<b>Date Given</b>	<b>Assignment</b>	<b>Rubric</b>	<b>Due Date</b>
Friday 9.9	<ul style="list-style-type: none"><li>• <b>LL Entry #4</b><ul style="list-style-type: none"><li>• View an advertisement this weekend (magazine, online, or television). Explain the connotative and denotative meanings of it.</li><li>• Please include your advertisement location (magazine, website, channel)</li></ul></li></ul>	BASIC	Monday 9.12
Tuesday 9.6	<ul style="list-style-type: none"><li>• Buy a copy of <i>The Grapes of Wrath</i> (any REAL edition by Steinbeck).</li></ul>	N/A	Friday 9.23

# Transition



**Language  
Use & Style  
SLM**



**SLM**

Unit Essential Question:  
**Can words have secrets?**

Key Text(s):  
**Fictional stories, journal entries, speeches**

Concept 1:  
**Formalist Criticism**

- 1. What is formalist criticism?**
- 2. How do formalists differ from RR critics?**

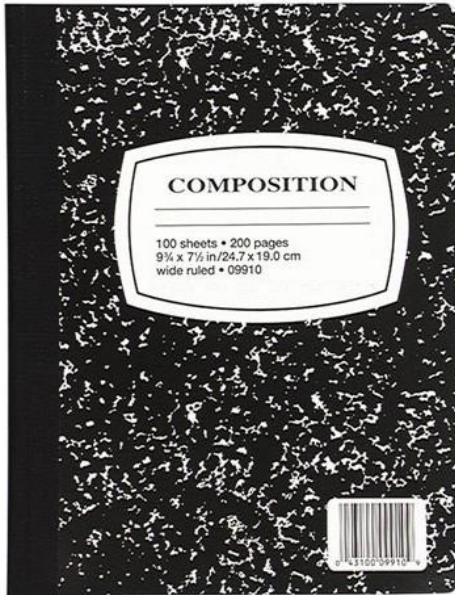
Concept 2:  
**Connotation & Denotation**

- 3. What are the differences between connotative and denotative meanings?**

Vocabulary  
**Reader response (RR), formalist (new) criticisms, intentional fallacy, close reading**

Vocabulary  
**Connotation, denotation, Z-line (ads)**

# Transition



Notes

# Denotation

- “The Direct Meaning”
- Refers to the first level of analysis
  - What is on the page?
  - What is the definition of this (these) word(s)?





# Denotation

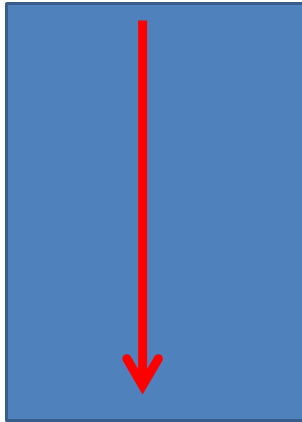
- I see three males in this picture. One of them is about 50, the other is about 30, and the other is about 10. They are all wearing white shirts. They appear to be on a beach somewhere because there is sand in the background. There appears to be a boat in the far distance. Towards the bottom, there is a blue, glass bottle of cologne with the words CHROME AZZARO next to it.



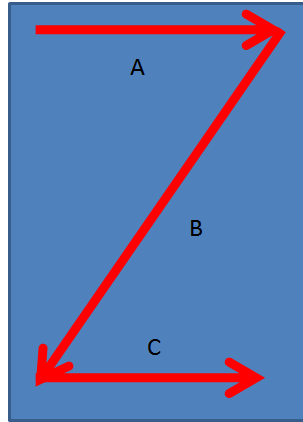
# Z-Line

- The direction your eyes flow when viewing something.
- $A \rightarrow B \rightarrow C$

NO!



YES!



# Connotation

- “The Indirect Meaning”
- Refers to the last level of analysis
  - What is the author trying to hint or suggest at?
  - What do these images *mean*?
  - What is the *effect* of the (these) word(s)?
- Is mostly opinion based, but grounded in the image / text.



# Connotation

- The three males in this picture perhaps suggest that the cologne is timeless, meaning that it could be worn by all three of these ages—perhaps a clean, or classic smell. The idea that all three could wear it also suggests a kind of “legacy” in which the cologne is passed on to the next family member.
- The advertisement also suggests that people who wear this cologne are out having fun on vacation, like these people are at the beach.



# Let's Practice!

## A S S I G N M E N T

### Volume-O: 3 (team conversations)

- Hampton will show Advertisement
- In Comp. Notebook → team will analyze / describe:
  - Denotation (Z-Line)
  - Connotation
- Round Robin around thoughts / reactions.

