Getting Started:  
Facing the Blank Page
• Making a list with target deadline dates
• Setting a regular time and place for writing
• Jotting down paper ideas during note taking in class
• Limiting your research time
• Thinking about your topic
• Formulating questions about your topic
• Freewriting about your topic
• Listing ideas about your topic
• Clustering ideas about your topic
• Outlining the structure of your paper
Making a List with Target Deadline Dates

Week 1-2: Preliminary research

Week 3: Brainstorm and form a working thesis or purpose

Week 4-6: Research

Week 7: Write literature review

Week 8-10: Collect data

Week 10-12: Analyze data

Week 12-15: Draft paper

Week 16: Revise and submit paper
Setting a Regular Time & Place for Writing

Tuesday & Thursday
6:00 p.m. — 10:00 p.m.
Library, 2nd floor
Jotting Down Paper Ideas During Note Taking in Class

» cultural icon

» symbol, logo, picture, name, face, person, building or other image

» Easily recognized

» represents object or idea with great cultural significance to wide cultural group
Limiting Your Research Time

- Give yourself a deadline and stick to it
- Realize you may not use everything you find
- Rank your sources from best to worst
- Use the top half
- Develop a system for organizing your sources
Thinking about Your Topic
Formulating Questions about Your Topic

- Who was the advertising agency’s target market?
- What does the cowboy have to do with smoking?
- What do most people think of when you say the term “Marlboro Man”?
- Is there any significance to the direction the cowboy is looking?
- Why do both cowboys have their hand on either a rope or the reins?
- What is the relationship between advertising and cultural icons?
Freewriting about Your Topic

- Set a short time limit
- Write without thinking about spelling, punctuation, or grammar

Listing Ideas about Your Topic

- Set a short time limit
- Write without thinking about spelling, punctuation, order, or grammar

1. Why a cowboy?
2. Wild West
3. Rugged
4. Handsome
5. Hands on rope
6. White hat
7. Simple values
8. Manly man
## Clustering Ideas about Your Topic

<table>
<thead>
<tr>
<th>Wild West</th>
<th>Red shirt</th>
<th>Handsome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frontier</td>
<td>White hat</td>
<td>Good guy</td>
</tr>
<tr>
<td>Rugged mountains</td>
<td>Manly man</td>
<td>“real” man</td>
</tr>
<tr>
<td>Outdoorsy</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**cowboy**

- Not embarrassed
- Looking at camera
- Looking left
- Liberal?
- Simple values
- Hands on rope
- In charge
Clustering Ideas about Your Topic

- Cowboy
  - Handsome
  - Good guy
  - Manly man
  - "real" man
  - Hands on rope
  - In charge

- Red shirt
- White hat

- Wild West
- Frontier
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- Liberal?
- In charge
Outlining the Structure of Your Paper

a. Introduction
   a. Background
   b. Working Thesis Statement or Statement of Purpose
   c. Methodology
b. Literature Review
   a. Sub-topic
   b. Sub-topic
   c. Methodology
   a. Sub-topic
   b. Sub-topic...
Outlining the Structure of Your Paper

Marlboro Man as a Cultural Icon

1. The Marlboro Man symbolizes the Wild West
   a. He’s depicted outside
   b. He’s on the frontier
   c. He’s rugged like the mountains
   d. He’s outdoorsy

2. The Marlboro Man is in charge
   a. He has his hand on the rope
   b. He has his hand on the reins
   c. He’s in charge
One Final Trick

- Walk away
- Take a short break
- Think about how you would say your idea to your best friend
- Remember that a human being will read your paper
Write On!