Jordan
GSW 1120

SYNTHESIS!

In the rest of the papers you will write for 1120, you will be required to implement a process called "synthesis." Synthesis is merely a term that describes a connection between sources. Once you find these connections, you will use them to draw conclusions that will help you form and defend your theses with the words of multiple experts, thereby further legitimizing yourself. Some examples of these connections:

Two (or more) sources that agree:

In writing about how children become the targets of advertising, Eric Schlosser says,

"The explosion in children's advertising occurred during the 1980s. Many working parents, feeling guilty about spending less time with their kids, started spending more money on them" (519).

Literature professor Elizabeth Teare agrees that parents are culpable in the commercial aspects of advertising, as she says,

"middle class parents are 'turning [their children] into commodities' by providing them with the cultural signs, like books, that adults think signal parenting success" (553).

Clearly, these authors support the idea that marketers are not the only ones to blame for the rise in children's advertising.

Two (or more) sources that disagree:

Daniel Hade describes how the American Girl dolls are damaging to children, even though they may seem harmless:

"Misspelled names, inaccurate routes, and misleading statements about what life was like in Sweden may seem like just a few insignificant details, but the effect upon the message is quite significant" (567).

Ihave A. Fakename disagrees, arguing that children's media requires oversimplification, as she says,

"If children play with dolls (even inaccurate ones) that represent historical figures or truths, isn't the lie better than the truth in that case?" (59).

Thus, even if there are issues with the historical accuracy of children's toys, play is the most important aspect for their proper development.

One (or more) source that expands upon the ideas of or provides an example from another:

> Cultural critic Ann duCille notes the effect of using multiculturalism in children's toys, as she writes,
>
> "And while Mattel and other toy manufacturers may claim to have the best interests of ethnic audiences in mind in peddling their integrated wares, one does not have to be a cynic to suggest that profit remains the motivating factor behind this merchandising of difference" (532).
>
> Likewise, Noël Sturgeon agrees and expands on the concept of multiculturalism, noting that it is meant to help more than the ethnic audience:
>
> "There is a liberal form of multiculturalism, in which racial differences are seen as natural necessity to an effective team" (582).
>
> Thus, multiculturalism in children's toys, while a seemingly beneficial concept, may have unforeseen problems.

Note how each source is properly cited, with the author introduced and source qualified for the initial citation. Also, keep in mind that these examples are simple, that you can include more sources or more text in-between your citations, as long as the connection is made clear with transitions (i.e., "agrees," "disagrees," etc.) that show why and how you're connecting them in the first place.

-handout provided from Amanda Rzicznek as adapted from a synthesis exercise by Mike Czyzniejewski and Dan Rzicznek

SEE THE NEXT PAGE FOR A VISUAL EXAMPLE!!!

SYNTHESIZE ME!

In writing about how children become the targets of advertising, Eric Schlosser says,

"The explosion in children's advertising occurred during the 1980s. Many working parents, feeling guilty about spending less time with their kids, started spending more money on them" (519).

Literature professor Elizabeth Teare agrees that parents are culpable in the commercial aspects of advertising, as she says,

"middle class parents are 'turning [their children] into commodities' by providing them with the cultural signs, like books, that adults think signal parenting success" (553).

Clearly, these authors support the idea that marketers are not the only ones to blame for the rise in children's advertising.