Emily Lesk: Draft Introduction with Comments (MLA Style)

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Professor Arraéz
Electric Rhetoric
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All-Powerful Coke

Comment: I'm not sure your title really says what your paper will argue. —NL

I don't drink Coke. Call me picky for disliking the soda's saccharine aftertaste. Call me cheap for choosing a water fountain over a twelve-ounce aluminum can that costs a dollar from a vending machine but only pennies to produce. Even call me unpatriotic for rejecting the potable god that over the last century has come to represent all the enjoyment and ease to be found in our American way of life. But don't call me a hypocrite when I admit that I still identify with Coke and the Coca-Cola culture.

Comment: The very beginning seems kind of abrupt. —NL

Comment: You surely get my attention here, and I wonder where this essay is going. —BK

Comment: What's the connection between first and second paragraphs? —BK

I have a favorite T-shirt that says "Drink Coca-Cola Classic" in Hebrew. It's Israel's standard tourist fare, like little nested dolls in Russia or painted horses in Scandinavia, and before setting foot in the Promised Land three years ago, I knew where I could find one. The T-shirt shop in the central block of a Jerusalem shopping center did offer other shirt designs ("Macabee Beer" was a favorite), but that Coca-Cola shirt was what drew in most of the dollar-carrying tourists. I waited almost twenty minutes for mine, and I watched nearly everyone ahead of me say "the Coke shirt" (and "thanks" in Hebrew).

Comment: I'm not sure what you couldn't find—nested dolls? horses? —NL

Comment: How do you say "thanks" in Hebrew? Perhap's use that language? —BK

At the time, I never asked why I wanted the shirt. I do know, though, that the reason I wear it often, despite a hole in the right sleeve, has to do with its power as a conversation piece. Few people notice it without asking something like, "Does that say Coke?" I usually smile and nod. They mumble a compliment and we go our separate ways. But rarely does anyone want to know what language

Comment: This is a great detail—many of us have a special "conversation piece" shirt. —NL

Source: Andrea A. Lunsford (Boston: Bedford/St. Martin's, 2008).

the world's most famous logo is written in. And why should they? [Perhaps because Coca-Cola is a cultural icon that shapes American identity.]

Comment: Is this your thesis? I was kind of surprised—it seems to come out of the blue. —BK

Comment: Isn't this a sentence fragment? —BK

Source: Andrea A. Lunsford (Boston: Bedford/St. Martin's, 2008).