



Brainstorming Analytical Writing

Writing comes in a variety of forms, genres and styles, but writing, under any circumstance or heading, is a process. The creative aspect of this process has been isolated into the terms below.

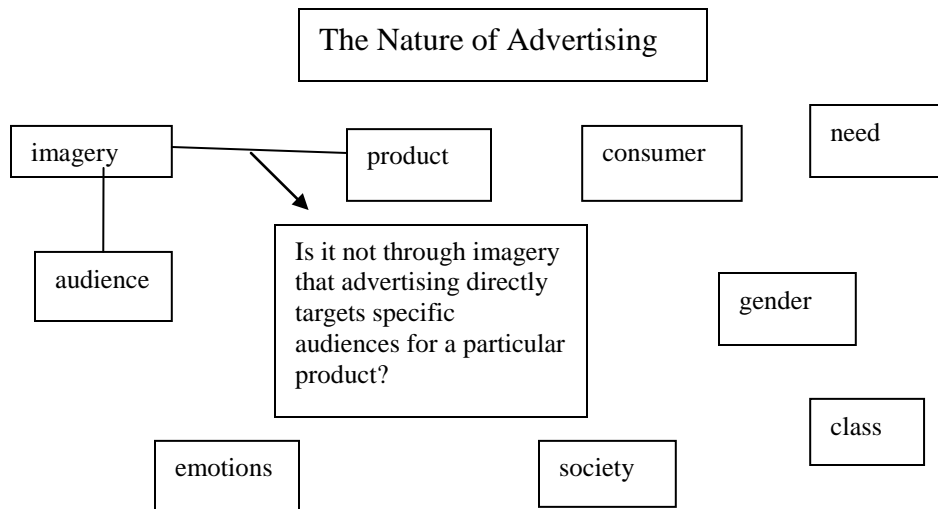
- Generating Ideas
- Mapping Relationships
- Constructing an Argument
- Return to the Map

Generating Ideas can be a scary process. Free writing, or in more clinical terms, brainstorming, allows you to generate ideas in a visual manner without needing to construct complete ideas right away.

- **Free-writing/Brainstorming-** prompt or topic in hand, write down all the terms or possibilities that relate to the topic—don't worry about editing or filtering your ideas yet.
- **Relate-** Be honest to your interests and pick an aspect of an essay prompt that actually appeals to you. For example a prompt asks you to write an essay about the nature of advertising and its affects on the consumer—it may fail to inspire you, but both advertising and being a consumer are not completely foreign concepts to most people and can be made relatable. Some good questions to ask yourself are: *Are you affected by this? What are the consequences if you are? What are the issues that surround this topic?* Start general and then isolate specific circumstances. Identify sub-groups from the main terms you have written down. Draw lines between terms—keep it visual and don't be afraid to take risks.

Mapping Relationships is a strategy to build connections between the ideas you have generated. This process will help you structure a clear thesis statement and develop analysis.

- **Name Your Lines-** begin to name the lines you have drawn between terms and ideas. For example, lets say a list of your words, relating to the nature of advertising, are: *imagery, product, audience, society, class, gender, need, consumer and emotions*. In order to identify the relationship line between *imagery* and *product*, ask: what does advertising do to connect the two terms? Is it not through imagery that advertising directly targets specific audiences for a particular product? Could it then be inferred that advertising reinforces societal distinctions of class, gender, race and preference to target a specific audience? Can you see how, by mapping terms and drawing on surrounding terms, analysis begins to emerge.



- **Entertain Other Options-** don't get too attached to the analysis that emerges, after all it is subject to change as your ideas develop more relationships with each other. Try to think of the words as puzzle pieces that must be tested to best-fit all their surrounding pieces.

Constructing An Argument- this is the first stage to forming a classic essay outline, and the final stage of the creative process. Forming an argument can be daunting, but through the preceding creative stages your ideas are ready to be arguable.

- **Broad to Specific-** there are some important questions to ask yourself when you begin constructing an argument. **What** am I writing about? **Why** is it important? **Who** does the argument affect or involve? For example, a prompt that addresses the nature of advertising is very broad, but by arguing that the **nature of advertising** forms an **emotional crutch** between **the consumer and their need for certain products** isolates the broad issue into a specific argument. In this thesis statement the who, what, and why of a topic have been isolated and then conjoined.

What being the nature of advertising

Who being the consumer and their needs

Why being "the emotional crutch" that is formed through the relationship between advertising and the consumer.

Return to the Map- now that you have constructed an argument, return to your map of ideas, but now approach your ideas with your newly formed argument in mind. During this process your analysis will change and you will need to make new connections between terms. With your new argument in mind, the development of topic sentences and paragraph organization will benefit from the groundwork you have set out through the creative process.