

**April 3**

**Writing your Lens Essay Draft: Generating Content, Organizing Ideas**

**CONTENT**

**When generating content, make sure you are...**

Specific (not using “placeholders”)

Concrete (not abstract)

Using examples and facts (direct quotation)

Saying a lot about a little (quality over quantity)

\*You may not follow ALL of these all the time, but you should be following SOME of these all the time.

**Sample Lens-Exhibit Relationships**

1. Lens frames Exhibit
  - a. EXHIBIT exemplifies LENS CONCEPT.
  - b. EXHIBIT’s causes are predicted by LENS CONCEPT.
  - c. EXHIBIT’s effects are predicted by LENS CONCEPT.
  - d. EXHIBIT develops via processes that the LENS CONCEPT explains.
  - e. EXHIBIT’s goal is one that the LENS clarifies/helps to explain.
  
2. Exhibit (re)frames Lens
  - a. EXHIBIT shows *downside* of a phenomenon LENS tends to frame as *positive*.
  - b. EXHIBIT shows *upside* of a phenomenon LENS tends to frame as *negative*.
  - c. EXHIBIT’s causes are explained/predicted by LENS CONCEPT...but its effects are **not**.
  - d. EXHIBIT’s effects are predicted by LENS CONCEPT...but its causes are **not**.
  - e. EXHIBIT calls into question one of the basic assumptions LENS AUTHOR makes about his/her concept. (this item can be related to previous 4.)

### **ORGANIZATION: Sentence to Sentence**

- Use the ICE PPPanini when introducing quotes
- Unpack your ideas for a reader unfamiliar with both lens AND exhibit
- Use orienting sentences and phrases:

*However...*

*Additionally...*

*Furthermore...*

*Similarly...*

*In contrast...*

*In other words...*

*Even if... nonetheless...*

*Not only...but also...*

### **ORGANIZATION: Paragraph to Paragraph**

1. Introduction: sets up **question or problem** you have with your exhibit, and what you hope to discover using your lens
2. Description of exhibit, **highlighting its troubling/interesting/question-raising feature**
3. Description of lens: its **original context, how Carr or Shirky uses it**
4. **Application** of lens to your exhibit: how it helps answer a question or bring a specific feature of the exhibit into focus
5. Ways that **exhibit might trouble/raise skeptical questions about/reframe Carr/Shirky's definition of lens?** (see "Content" for examples)
6. Addressing any **counterarguments (not required, but recommended)**
7. Conclusion: **restating your core ideas creatively.** Revisit an image, a narrative, or a quote from either your lens text or your exhibit text.
8. Works Cited: MLA formatting

### **An Article in a Web Magazine**

Provide the author name, article name in quotation marks, title of the Web magazine in italics, publisher name, publication date, medium of publication, and the date of access. Remember to use *n.p.* if no publisher name is available and *n.d.* if no publishing date is given.

Bernstein, Mark. "10 Tips on Writing the Living Web." *A List Apart: For People Who Make Websites*. A List Apart Mag., 16 Aug. 2002. Web. 4 May 2009.

(<https://owl.english.purdue.edu/owl/resource/747/01/>)

### **FORMATTING**

Check the Assignment Description for a formatting checklist to ensure that your draft looks professional (that way, you don't have to think about it for the final draft)