**Assembling a Thesis**

I. The toy store/website I’ve chosen to look at closely and write about is:

II. The specific **elements** of the toy store/website that seem most interesting and significant are:

(List three specific elements that caught your attention such as arrangement of aisles, color schemes, use of images, etc.)

1.

2.

3.

III. Pick one of the three elements that you have the most to say about. Within this specific element of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ chosen from Part II, I intend to focus on these **specific details** of the toys I observed (name the particulars within the element you’ve chosen):

A.

B.

C.

D.

IV. About these specific details, I have these initial **thoughts** and **observations**:

A.

B.

C.

D.

\*\*This is where you go back through your observation notes very carefully looking at everything relevant to the **element** you are focusing on**.** Then, ask good questions and assess what you find.

V. These specific details are significant because they affect the construction of gender codes in these ways:

Thesis: Identify the specific element (your subject) + something strange/interesting/unusual you want to say about that subject in relation to gender codes.

If you are stuck, try using the **Magic Thesis Sentence (MTS):** By looking at \_\_\_\_\_, we can see \_\_\_\_\_, which most people don't see; this is important because \_\_\_\_\_.

Below write out a **vivid** and **detailed** paragraph describing the toy store/toy section/website the you observed. Remember to include details about the layout of the space, the environment, the people (including their actions and words, if relevant), and details about the toys themselves.

Also, consider **how** you present these details. In what order will you describe the store/website: top to bottom? Left to right? By gender? In the order that you first encountered the space as you walked through it? Whatever you choose it should be logical, consistent, and should help your readers to picture the space, even though they have never seen it before.