

1. Introduction

- a. Hook: Today many people feel pressure from social media or society to be a certain way. For example, moms get a lot of pressure from their peers to be perfect.
- b. Intro to topic: An ad for milk in *Good Housekeeping* magazine plays on moms' sense of guilt that they can't meet those expectations.
- c. Thesis: The advertisers use celebrities, nostalgia, and guilt to make moms believe that choosing milk makes them a great mom.

2. Background

1. Description of the ad (Mrs. Partridge, Mrs. Cunningham, & Mrs Brady; sitting in a salon; vintage salon, clothing, etc; perfectly dressed, lines from shows, "all time great mom line")
2. Context of the ad (Good Housekeeping; women, middle class, older, pre-retirement; interested in life/health, beauty, home, family)

3. Argument

1. Point one: Celebrities

1. One way the advertisers make moms believe that choosing milk makes them a great mom is using celebrities.
 2. Evidence from the ad (Mrs. Partridge from the Partridge family, Mrs. Cunningham from Happy Days, and Mrs. Brady from the Brady Bunch)
 3. Wrap up sentence

2. Point two: Nostalgia

1. Another way the advertisers make moms believe that choosing milk makes them a great mom is using nostalgia.
 2. Evidence from the ad
 - i. Vintage look of the ad (wallpaper, hair dryers, clothing, colors)
 - ii. Childhood memories of watching the show (moms themselves, lines from the shows)
 3. Wrap up sentence

3. Point three: Guilt

1. Finally, the advertisers make moms believe that choosing milk makes them a great mom is guilt.
 2. Evidence (“all time great mom line” “another problem solved in less than 30 minutes”)
 3. Wrap up sentence
4. Conclusion