Commentary on "The Independence of Love: Leah and Kambili’s Rise from Colonialism"

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Commentary by Jack Wolfe:

Lilla’s paper gets quickly to the point and then never loses sight of it. Its introduction gives us only necessary summary information and defining the paper’s focus in deft, unambiguous terms. Lilla puts a lot of ideas in her paper but is able to sustain them thanks to a clear, deliberate organization and paragraphs with consistent, parallel structures. She supports her ideas with detailed plot analysis, appropriate direct quotes, and materials from secondary sources that strengthen her points without overwhelming them. One of the common pitfalls of writing comparison papers is not clearly separating the things being compared, resulting in a paper that can be confusing and unpleasant to read. Lilla’s paper is neither of these things. As a comparison between two things, the paper read very well—there were just a few places where the integration of quotations felt a little jagged. Not finding much to quibble about at the sentence-level, I asked Lilla to expand on her argument’s conclusions. I felt like she could go farther in addressing the “So what?” question that all argument papers must answer. What can the reader “take away” about, say, colonialism, in the context of these two very similar characters, I wondered. Basically, I suggested that Lilla use all of her comparisons as a springboard to some larger claim. I don’t think this will be too hard to do given Lilla’s sophisticated reading of her sources, the depth of her comparisons, and the blossom of meaning that subtly grows from the successful juxtaposition of any two texts.

Crest’s “Pro” Strategy to Return to the Top
by Bethany Klett

How does a toothpaste manufacturer outperform the competition to become the number one selling brand again? This was the problem facing Procter and Gamble’s Crest toothpaste in 1998, when rival Colgate released its Total brand toothpaste and became the leader in toothpaste sales (Neff, “Lucky Seven?”). In an attempt to improve sales, Procter and Gamble hired Diane Dietz to be the new brand manager of Crest in 1998 (Neff, “Crest Pro-Health”). Dietz worked with Procter and Gamble to develop a new brand of toothpaste: Crest Pro-Health. The “blockbuster proposition” of this toothpaste brand is that it is the only one approved by the American Dental Association to combat all seven of the most important oral-care problems (Neff, “Lucky Seven?”). Crest’s new product hit stores on August 7, 2006, accompanied by a 100 million dollar marketing campaign led by Publicis Groupe’s Saatchi & Saatchi and Starcom Media Vest Group (Neff, “Crest Pro-Health”). One ad in the later part of this campaign was featured in the May 2009 issue of Redbook magazine to promote Pro-Health Enamel Shield toothpaste. In addition to successfully selling toothpaste, this ad suggests something positive about the role of family in today’s society. This full-page ad for Crest Pro-Health Enamel Shield toothpaste effectively uses phrases, simple images, and color to inform readers of an oral-health problem and then provide a solution for that problem, while also providing a solution to Crest’s larger financial problems.

In eye-catching blue letters that cover the upper two-thirds of this ad, Crest proclaims to consumers that “Everyday food and drink acids can cause irreversible loss of your tooth enamel.” With this statement, Crest alerts consumers to an oral-health issue of which they may not have been previously aware. Beneath these large-print words, Crest presents a solution to the new-found problem: Crest Pro-Health Enamel Shield toothpaste. This toothpaste is pictured underneath the text, as if it were coming to