

Prologue: A First-Year Writing Journal

Volume 1

Article 5

2009

Commentary on "Clorox Going Green?"

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Recommended Citation

Gross, Natalie (2009) "Commentary on "Clorox Going Green?," *Prologue: A First-Year Writing Journal*: Vol. 1 , Article 5.
Available at: <http://digitalcommons.denison.edu/prologue/vol1/iss1/5>

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The piece "Clorox Going Green?" is overall a well-written essay that illustrates McKenzie Hull's promise as a writer. First, the piece is effectively introduced with a concise and informative introduction. Another portion of this essay that works very well is the Hull's usage of transitions to move between different ideas. These transitions improve the piece's coherence significantly and help the reader's understanding of ideas. For example, Hull uses phrases such as "as a result," "additionally," and "also" to move from one thought to the next. Furthermore, the author's implementation of introduction and conclusion sentences at the beginning and end of each paragraph do a wonderful job of clarifying the essay's argument. One particularly notable instance in which the Hull successfully employs this tactic is with the following introductory sentence in one of her argumentative paragraphs: "Another ploy Clorox uses in its ad is the word "naturally," which has a positive connotation with the environment, but is largely ambiguous in meaning, especially when it comes to being used in advertising" (Hull 4). This introductory sentence precisely describes the argument of the paragraph, while also transitioning from the previous paragraph with the word "also." These introduction and conclusion sentences are particularly important in any paper since they help the reader easily understand the argument of each body paragraph. Thus, the primary strengths of this essay were Hull's introduction, transition usage, and introduction and conclusion sentences.