


FIGURE 4.1 "Porter Is Not a Bully" Ad



PORTER IS **NOT** A BULLY

Left in an alley with broken legs and a smashed jaw.
Abused. Abandoned. Alone.
Porter loves his new family. And they love him.

TEACHER GUIDE

Rules of Notice: Porter Is Not a Bully

DIRECT STATEMENTS

- “NOT a bully”: Bullies are bad but so are prejudices
- Porter loves and is loved

RUPTURES

- Paw replacing the “O” in “NOT”
- Periods in Abused. Abandoned. Alone.
- Not a cute story; violent and dramatic
- Are we the ones bullying Porter because of our preconceptions?

CALLS TO ATTENTION

- Rhythm of Abused. Abandoned. Alone.
- Repetition of love
- Red paw and white text on a red field (your students may know, or you may want to share, that this was the logo of notabully.org; the organization exists but they’ve rebranded)
- Porter’s eyes and friendly loll; he has a halo effect around him
- NOT A BULLY in capital letters

READER RESPONSE

- Strong emotive language: bully, left, broken, smashed, loves, love
- Left in an alley: no use of the third person
- Porter looks gentle and loving and he has a halo effect around him
- Guilt about our preconceptions about pit bulls?
- Guilt about the strong implication that humans are the real abusers?

POSSIBLE STUDENT RESPONSES

Rules of Notice: Porter Is Not a Bully

STATEMENTS AND DEMANDS

- Is NOT a bully
- Don’t judge this guy; he loves people! They love him!

BREAKS AND SHOCKS

- Periods make you stop and think: Abused. Abandoned. Alone.
- Cute dog, then, boom, horrible story!!
- Why the red paw print?
- We’re not really asked to do or buy anything here. Why?

EYE GRABBERS

- The language: “Smashed,” “Broken,” and “Abandoned”
- Repeated words: more means more
- Red paw print, white text on red
- Porter is super friendly; he’s looking up but his head’s down like he wants a pat

HEARTSTRING PULLERS

- Beaten up and then we think he’s the bad guy! We’re the worst!
- He’s got a family now, happy ending