CLASS 2: THE ANALYSIS ESSAY

A) **10 min QUIZ (DEMO): Take out a sheet of paper or phone/computer/laptop**

FROM READINGS in Without Bullshit:
**5-10 (Iron Imperative)
and 121-127 (Be Paranoid early)**

**ANSWER THIS:**

**1)What are the 3 ‘P’ FAILS of project/paper time management.**

**2)Think of any commercial, website, press release or political speech that you feel ‘abused your time’. How would you have fixed it following the ‘iron imperative’? Name the commercial, speech etc, and then list 3 BRIEF things you would do to cut it ‘fix’ via iron imperative**

B)HW 1 due Today!

**Discuss 2 examples…**

<http://fashionista.com/2011/08/new-french-lingerie-line-jours-apres-lunes-is-for-girls-ages-four-through-12-does-it-cross-the-line>

**AUDIENCE, CUSTOMER SERVICE vs TOLERANCE,**

**ENG101 HW 1: THINK & ANALYZE AUDIENCE 🡪 Commercial solution**

BACKGROUND:
 Jours Apres Lunes, a French line of lingerie for tiny tots to teens, is raising eyebrows over its depictions of little girls all dolled up in kiddie bras and underwear, reports [Fashionista](http://fashionista.com/2011/08/new-french-lingerie-line-jours-apres-lunes-is-for-girls-ages-four-through-12-does-it-cross-the-line/).
 The little girls who model the Fille ‘**LINGERIE’** collection aimed at 4-to12-year-olds, wear makeup and sunglasses, aping poses of models four and five times their age. Conversely, an older model, posing for the Femme collection, clutches a teddy bear.
 Jours Apres Lunes, which translates into "Days after Moons" is the brainchild of Sophie Morin, a longtime lingerie designer, according to the website, which says her goal was to borrow from adult lingerie trends to create underwear for toddlers to adolescents.

<http://fashionista.com/2011/08/new-french-lingerie-line-jours-apres-lunes-is-for-girls-ages-four-through-12-does-it-cross-the-line/>

or shortcut: <http://www.newclassroom.com/101hw1.htm>

YOUR Sample Scenario :

**You’re up for a promotion, and unlucky for you, marketing has a test to see if you should get it.**French “Loungewear” designer line Jours Apres Lunes has begun their contract with the chain of American “Bullseye” stores. Their adult products are very profitable to Bullseye stores, and they know it: the French design company considers it a deal breaker if Bullseye doesn’t promote their newest design, an idea by by the company’s ‘creative’ spouse, which is lingerie for kids. As a referral from the Bullseye Children’s Clothing Purchasing VP, you have been given the chance to pitch one commercial for the campaign for the Southwest US (Arizona, Texas, New Mexico ‘audience’). It will air during the Fall back to school timeslots, on TV and in demo TVs in children’s underwear section.

THE PLAYERS:
The French company believes the original ads with kids in adult poses should be fine as is

The VP of Children’s Clothing wants to make sure the kid lingerie commercial is suitable for Southwest Bullseye customers – and now it’s your name attached to the campaign pitch: it’s your job on the line to balance everyone’s interests, offend no one, keep the client, and get the commercial designed.

HW1: ANSWER THIS:

1)Your biggest problem in a commercial for this is:

2)What are 3 risks (problems) of the commercial for Jours Apres Lunes’ “Kid
 Lingerie” that you have been tasked to develop for Bullseye stores?

*2 Volunteers need for 3):*

3) On a piece of paper (or back of this sheet), summarize in just a few detailed descriptive sentences (but not more than 1 paragraph) how your actual commercial could look with MINIMAL risk/damage to the Bullseye customer/brand …. (On Tues, we’ll walk through a volunteer or two)

C) **Attendance sheet and Newclassroom.com id#** (attendance sheet) and signature you understood the syllabus….

**D) SCHEDULE CONFLICT between LC classes!**
SEPT 19 EXAM IN GBS same time NARRATIVE ESSAY DUE…

So… R Sept 21 for ENG101 Narrative essay???

OPTION TO VOTE: Career Services visit (15 min) by Tues 9/5… 85%/21
Just have someone there sign a paper/note that says
“Visited Career Services” DATE: \_\_\_\_\_\_\_

Signature of person you talked to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**CLASS is SAFE SPACE: TOLERANCE is the minimum goal, not necessarily that we all love each other’s differences**

1. **What is Critical Thinking?:**
“Critical thinking involves a mode of thinking about any subject, content, or problem in which the thinker improves the quality of his or her thinking by skillfully taking charge of each step in the process of thinking and the conclusions reached as a result of that thinking (Richard Paul, Foundation for Critical Thinking,

[**www.criticalthinking.org**](http://www.criticalthinking.org)).

The bottom line is that you must be aware of your own thoughts and how they affect your conclusions. How can you do things better? How can you be more efficient? How can you be more precise and rigorous against opposition?

E) DISCUSS/GIVEOUT
-Hw 2 (due T 9/5)
-Career Analysis Essay (100pts due R 9/7)
**Give out and Discuss Analysis Breakdown project/Career Analysis short Personal Essay** (100 pts):

--on Newclassroom (HW 2 and Analysis Breakdown), (Sample Essay part)

F)Discuss next two classes: T and R when I’m out….

**TUES: Assessment Essay:
--remember collective 85 or better vs 2 weeks of grammar drills**

**--allowed laptops, phones, 15 min optional peer editing**

**THURS: There will be a QUIZ, very short short lesson, and then as a class you will walk to B123A(?) (computer lab) and work on HW 2 and/or Career Analysis 100 pt project.**

**END**

C)Write: **ASSESSMENT ESSAY**

PURELY ASSESSMENT: USE ANY TOOL to not have grammar / structure issues. Looking for B+ class average vs 2 weeks of grammar review