CLASS 1 NOTES:  
  
I. BASICS:  
ENG101 Miguel Fernandez

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Office hrs: Tues 12:45-1:45 Thurs: 12:45-1:45

[www.newclassroom.com](http://www.newclassroom.com)   
Intros

(incl rate my prof discussion)

This is a LEARNING COMMUNITY with GBS151 – what this means…

This is FIRST YEAR/FRESHMAN EXPERIENCE Class… what can this mean… \*negotiation\*

Syllabus and Requirements (We’ll discuss calendar in a bit)

How 5-10 minute starter (group) quizzes work

Any honor students w/contracts?

Instructor out next week…

Discuss Calendar / SHOW SAMPLE –meme video group project

**II. CLASS vs INSTRUCTOR’s requirement of 2 weeks of grammar –PLEASE we don’t want 2wks of grammar! If you don’t want it, then unite to DEFEAT ME!!!!!!!!!!!!!!!**

**\*\*FOR NEXT TUES: Write assessment essay in class:   
aOne Biggest fear about your plans and hopes for college explained in   
intro + at least 3 paragraphs (ways/arguments) w/detail + conclusiona**

**AT STAKE: IF the class collectively does at least B+ (85 or better) for:**

**1)Content  
2)Grammar and Structure**

**THEN NO ~~13th grade~~  GRAMMAR WEEKS!!!!!!!!**

**What can you do collectively as a class/group [without triggering plagiarism] and/or individually (prep, assets, tools, etc) to assure the above ‘we are one company’ success ‘metric’ for writing this assignment in class next week, in 1.25 hr, and eliminating 2 ~~wasted~~ *review* weeks of grammar? BRAINSTORM NOW:**

**LIST HERE:**

|  |
| --- |
|  |

**2)HW 1: AUDIENCE, CUSTOMER SERVICE vs TOLERANCE, DUE TUESDAY**

**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: (link found on newclassroom.com)

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?

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)

**Next class:**

**I.HW 1 due**

**II. READ IN “Writing Without Bullshit” :   
(for sample quiz)**

**IRON IMPERATIVE: pgs 5-10**

**Be Paranoid Early /Time Management: pgs 121-127**

**We will discuss: DYNAMIC, Adaptive SYLLABUS**

**END**

**NOW READ:** NO MORE THAN A THOUSAND WORDS:

**(read:** [**http://withoutbullshit.com/blog/no-more-than-1000-words/**](http://withoutbullshit.com/blog/no-more-than-1000-words/) **)**

**OPINONS?**

**IV. THE DYNAMIC, Adaptive SYLLABUS (including reducing paper lengths, etc, by crowdsourcing techniques of persuading/acquiring instructor’s confidence, peer editing, prep, etc)**

IV. GOALS: “Being educated is about making your time more valuable”

SKILLS YOU SHOULD DEVELOP in COLLEGE regardless of major (disclaimer: in addition to district listed course requisites for ENG101)

1)Individualized Interest *[not the teacher’s interest, a temporal career specialty, or a discipline trend]* +  
2)Ability to anticipate/strategize +  
3)Critical Thinking (seeing through others’ eyes and   
 experiences without instant defense/denial mechanism!) +   
4)creativity +   
5)writing FOR audience and format +  
6)discerning feedback from pushback from attack from baiting (‘Ackbar’s “IT’s a TRAP”+   
7)context ‘situational awareness’ \*+   
8)ability to ‘get’ to counterarguments, break out of cycles and   
 blindspots & be ‘devil’s advocate’ +   
9)understanding of some human nature (general and ‘niche’) +   
10)situationally aware use of resources/tools =

SHOT AT success

*\*remember, almost any belief, in the proper (often meaning WRONG context – time, niche, or setting) has been argued ‘reasonably’, no matter how unreasonable or unacceptable [two different things w/ overlap] it seems now*

V. LEARNING OUTCOMES: HERE’s HOW SUCCESS IN COLLEGE IS DEFINED BEYOND GRADES AND GRADUATION SPEECHES:  
If you use college right, this is what you get/opportunities it creates (beyond debt) to accelerate or compliment the Outliers ‘hours’:

**a)get to ask people who've done stuff you haven't done. Create a context of success**. Rich people have someone they can refer you to no matter what.

**b)a paper that says you can see something to the end / adds legitimacy to your hustle**

**c)ability to break down goals or problems and strategize**

**d)At least have a feeling when you are being manipulated**

**e)the ability to reasonably, some of the time, be able to say FU to a boss or to a past**.

**f)** **Content to reflect upon/ use to filter vs YOUR IDEAS:** what you really need to do in college is take notes on how what you are learning, what you see, what you see in people, could apply or affect your dream and remix of goals.

**g)give you a re-roll of the dice**

**h)find out that your limits are NOT your limits  
  
i)Fight for your POV without SHOUTING AND SCOLDING and without losing the ability to grow and adapt**

**Discuss: IS THE ABOVE WORTH YOUR MONEY and TIME?**

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

**THAT SAID…. BACK TO BUSINESS!!!!!!!!!   
1)Next Class: in class assessment essay**

**REMINDER: IF the class collectively does NOT get at least B+ (85 or better) for:**

**1)Content  
2)Grammar and Structure  
THEN TWO WEEKS OF GRAMMAR LESSONS!!!!! TWO EXTRA HWS!!!**

**The BOOK: Writing Without Bullshit by Josh Bernoff**

**SAMPLE QUIZ (DEMO):   
Read these 3 articles about Google’s new Parent Company: ALPHABET:**[**http://mashable.com/2015/08/10/alphabet-google-analysis/**](http://mashable.com/2015/08/10/alphabet-google-analysis/)[**http://www.theguardian.com/technology/2015/aug/11/google-alphabet-internet-reacts**](http://www.theguardian.com/technology/2015/aug/11/google-alphabet-internet-reacts)

**1)Define each source’s mission/difference (WSJ is \_\_\_\_\_ vs Mashable is \_\_\_\_\_ etc ) from the other two.  
2)What audience do you think each served? Which was clearer to you/your group? Briefly, WHY?  
3)List 3 strengths and 1 weakness of the article.**

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SO WHY THE \*\*\*\* ARE YOU GOING TO COLLEGE?

College can't promise your dreams are going to come true. College Can't even promise you a job. I was first generation college so I assumed, hey, I just have to pick a major, finish my degree, and I have my job. UH NOPE.

College a waste of time ?   
<http://www.youtube.com/watch?v=uT2mbPBhu0I> until 1:40

Degree a waste of time? at 1:49-3:23

<https://www.youtube.com/watch?feature=player_detailpage&v=RIva2she5HQ#t=109>

So be a poet? Earn B.A. in the scholarship of Diversity and Cross disciplinary exposure, or a B.S. in PC?

[“sees that Duke University has assigned "Fun Home" as required reading for incoming freshmen; if there is a better metaphor for the state of higher education than functionally illiterate teenagers going into decades of debt to read comic books by mental patients, I don’t know what it is”] Heard story on news? Read description:  
<http://www.amazon.com/Fun-Home-Tragicomic-Alison-Bechdel/dp/0618871713/ref=sr_1_1?s=books&ie=UTF8&qid=1440452159&sr=1-1&keywords=funhouse>

BUT….  
  
\*\*

**Statement from Michael Schoenfeld, VP for Public Affairs and Government Relations at Duke University:**

*Like many universities and community, Duke has had a summer reading for many years to give incoming students a shared intellectual experience with other members of the class (you can see the most recent selections at*[*https://studentaffairs.duke.edu/new-students/common-experience*](https://studentaffairs.duke.edu/new-students/common-experience)*).*

*The reading is selected by a committee of students, and staff, who then solicit feedback from other members of the Duke community.  Fun Home was ultimately chosen because it is a unique and moving book that transcends genres and explores issues that students are likely to confront.  It is also one of the most celebrated graphic novels of its generation, and the theatrical adaption won the Tony Award for Best Musical, and four others, in 2015.  As we have every year, we were fortunate to have the author join us on campus for a lively discussion of the book during orientation week.*

*The summer reading is entirely voluntary — it is not a requirement, nor is there a grade or record of any student’s participation.  With a class of 1,750 new students from around the world, it would be impossible to find a single book that that did not challenge someone’s way of thinking.  We understand and respect that, but also hope that students will begin their time at Duke with open minds and a willingness to explore new ideas, whether they agree with them or not.*

**\*\***

Outliers by Malcolm Gladwell: 10,000 hours

Discuss awareness: (A Madison case)

TECHNOLOGY LET’s YOU SEE AND EXIST WITHIN A TUNNEL OF WHAT YOU LOOKED AT BEFORE – increasingly : [THE FILTER BUBBLE](http://www.amazon.com/Filter-Bubble-Personalized-Changing-Think/dp/0143121235/ref=sr_1_1?s=books&ie=UTF8&qid=1440456816&sr=1-1&keywords=filter+bubble)

\*\*Need to understand ‘Filter Bubble’ implications of social media and post-internet socialization anthropologically, culturally, and as marketing\*\*