**Class 5 (TUES)**: Actual Pre-writing : Brainstorming

INTRO TO NARRATIVE ESSAY (give out)

BRAINSTORMING

THURSDAY: Career Analysis Essay due

Quiz 2 today from:  
**8 Absolutely No Bullshit Things Every Entrepreneur Should Know**READ : <https://exversiondata.wordpress.com/2015/01/28/8-absolutely-no-bullshit-things-every-entrepreneur-should-know/>

**YOUR QUIZ 2 QUESTION:** Quiz2: Choose 2 things from the article and describe how they would apply to ‘your’ business idea in the future (or a sample business that you would like to work for)

Thursday…SUBSTITUTE will be there.  
**1) Analysis Breakdown/career due. Keep working on your Analysis Breakdown: Career choices (DUE 9/8). NO LATE DAY! Can’t make up 100 pts! Email is best (until 11:59pm); but can hand in in class.**2) **Think about your possible topic for NARRATIVE ESSAY  
3)QUIZ 3 in class**

**4)IN CLASS: HW3 Brainstorming and an Intro paragraph for narrative**

**This Quiz 3 reading for Thursday’s quiz (link in newclassroom.com 🡪 handouts 🡪 class 5**[**https://www.slideshare.net/levi22usa/international-marketing-mistakes-related-to-culture**](https://www.slideshare.net/levi22usa/international-marketing-mistakes-related-to-culture)

**DEFINITION of ESSAY 2 THE NARRATIVE ESSAY (worth 100 pts): you will write a ‘short personal narrative’ 4 page minimum double spaced about an interesting personal event connected/happened to you that indirectly advertises a product or service (your choice) shown at the end, a real name, with a visual logo or captioned image AFTER YOUR CONCLUSION.**

*For example: If your story was about chasing someone who just stole your laptop, product could be: Nike sneaker, 5 Minute energy drink, HP ultrabook, etc*

*For example: If your story was about having to find the lost finger of a coworker at Arby’s… product could be GPS ring*

*For example: If your story was about going on an interview, and then suddenly in the middle of the interview, someone comes in and starts beating the crap out of your interviewer, accusing them of stealing their girlfriend/boyfriend … product could be job.com, could be 10 megapixel phone camera for video, etc*

**FOUR TESTS to see if your possible topic is INTERESTING ENOUGH (interesting will be a rubric category!)**

--1)Is there an interesting problem? More importantly, is/are there significant complication(s) before the resolution (Car breaks down. Call for a tow truck. The End. Stinks. Bores audience to death.)  
  
--2)look for ways to show conflict and mood. Could it create an emotional response?

---3) Is it interesting to you (Never write something you wouldn’t read)? Which of the 10 Universal storytelling tools are in effect so you know can interest/crossover to general audience?   
--4)VERY IMPORTANT: Can this be written only by you (if the experience can be written generically by almost anyone, won’t work/loses points). Can you tie in to a product somewhere in the story?

For example: “Generic bad blind date 🡪 is it different enough that most people in the audience could not top your ‘bad’ experience? If they can top it, not a good topic..   
  
For example: “Blind Date with guy who reveals he is a Clown” 🡪 what could this be about? Good topic? What product/service tie-in?

NARRATIVE ESSAY DUE: T 9/18 ?

Brainstorming ‘tricks’: Ways to get ideas fast

**II. BRAINSTORMING TECHNIQUES**

**Brainstorming when totally open:**

**Part I: absolute no clue what to write about or writer’s block**

1)free association list

2)look around technique

3)mind map

4)word game

5)caption an image showing proper mood [image search on yahoo, google, etc)  
6)media res writing (in middle of action)

7)random notes

**Brainstorming part 2, with writing when you have some ideas**

8)write a title/

9)first sentence

10)piece of dialogue

11)opinion

12)intro   
13)summary list

14)character profile

15) personal experience summarized w/ notes

**Sample situation where Brainstorming is VITAL and must produce a result (no time for ‘writer’s block’ )  
ASU hackathon for Humanity**

[**https://asunews.asu.edu/20150828-hacks-humanity**](https://asunews.asu.edu/20150828-hacks-humanity)

**PROBLEM: You are in a 5 person group activity in a business development class with a programmer, a graphic designer, usability/tester, and a sales person. You are the business person!   
 Apparent Problem: TASK: Develop an APP that is useful and will sell to college students. First thing: What’s the real problem and product idea!**

**Explanations and examples of a few brainstorming techniques:**

**1)Free association list:** start off with a few things (at least 5) on paper that you think about after looking at Problem and audience. They can be words, phrases, names, etc.

Under each of these few things, come up with (2-3) quotes, words, why, comments, etc that you are inspired about – not worried about connections

From all these lists, circle or write the one that you want to explore; use this and the quotes, words, etc, to start an experimental paragraph.

**2)look around technique**  (Usual Suspects, Keyser Soze)

**3)mind map**

**4) Word Game**: if there is a lyric or poetry phrase or slogan or word which connects with you in some way or the topic, write it down. Then try jumping to related words (1:Free Association or 3:MindMap) until you get something that strikes you as interesting and write a paragraph around that experimental word or phrase. (eg google search 🡪 “poem DMV” or ‘song DMV’)

**5) Caption an image**: think about a random, a favorite or least favorite photo that you have, or that someone has taken of you, or from a magazine or cover, related to problem. Write a caption and then explore what it means.

(eg Google 🡪 “DMV” tab 🡪 images

**CAPTIONING GAME**

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**6)media res writing (in middle of action):** Start writing an experimental paragraph in the middle of the action (don’t worry about intro, logic, or ending.

7) **Random Notes**: Make a list of ten or so random notes related to problem. See if you can organize a few of these into an experimental paragraph.

8)**Titles** write six titles that might work as titles for your narrative idea. From  
music, articles, your own mind, etc.

**9) First Sentence**: Write 4 possible first sentences to problem. Use one to start an experimental paragraph.

**10) Piece of Dialogue or quote**: imagine you are able to secretly hear or read notes of others discussing your topic, with you as the main actor

**11) Opinion**: Write six things why you believe you are correct in choosing or believing what you want to write about as problem/purpose/topic.

**12) Intro: write an experimental intro :   
Give out INTROS HANDOUT  
(also on newclassroom.com )**There are many ways to start an intro – **7 categories of intros that breakdown into over 30 ways to start an essay or story**….choose any that seem interesting

SAMPLE BRAINSTORMING by writing **intro** paragraphs:

13)summary list

14)character profile

15) personal experience summarized w/ notes

**SO REMEMBER FOR THURSDAY:  
1) Analysis Breakdown/career due. Keep working on your Analysis Breakdown: Career choices (DUE 9/8). NO LATE DAY! Can’t make up 100 pts! Email is best (until 11:59pm); but can hand in in class.**2) **Think about your possible topic for NARRATIVE ESSAY  
3)QUIZ 3 in class**

**4)IN CLASS: HW3 Brainstorming and an Intro paragraph for narrative**

END

**RUBRIC FOR ESSAY 2:**

SAMPLE BRAINSTORMING by writing **intro** paragraphs:

Problem/Thesis: write: bad violent behavior in past; that’s all changed now.

Flat statement style intro:

I am unique for having been an evil boy on the streets and even in prison, until finding myself and freeing myself. Let me tell you about three years ago when I turned twenty one.

Then and Now style intro:

Look at me now: clean, steady, confident looking, cross on my neck because it means everything to me now; eyes I am told that say it’s okay to talk to me, to befriend me, to know me. I look like that typical all American boy down the block that is going to the military in a few months to learn to be a man by serving his country and the American Way. But three years ago I was a more unique person, a more unique animal. Not in a good way, not in a proud way. I was a lowlife predator with low life predator friends, intoxicated and looking for thrills by taking away from others the little moments they thought were safe fun and comfort. My proud uniqueness is that from wolf I became lamb; but first, back then: the 21st birthday fight that dragged me from celebration to education.

Controversial style intro:

I am unique because I’ve smashed faces with bottles, and laughed the way small kids laugh, without restraint, laughing until I gasped for air in my lungs or got the hiccups. I’ve taken teeth, from girls as well as from boys and men. I’ve broken arms, made someone eat their own bloody vomit before I let them go (“look is that a tooth in there?”), sent people into the hospital for weeks, and almost wanted to get caught, to have a chance to swing at some police – at someone who could at least put up a fight worth the hate I carried within me. I have been beaten myself, to the hospital, twice – oh well I guess sometimes what goes around, comes around. Maybe you do that in video games? Not the same. Let me teach you why. Let me tell you how I celebrated turning twenty one.

STORY STYLE intro:

All five of us spent a good two hours getting wasted on our finally legal ID’s and wondered what to do. I remember the bartender looking at a waitress and mouthing with fear, “trouble” when we first came in. Their fright was the start of our high, but this was a real bar and they would call real cops, so no fighting here, just loud territorial pissing. Larry said My Chemical Romance was the big act playing today; it was already past 1 am, so the waste of life still hanging outside the Tempe Marquee’s parking lot would be just the right kind we wanted to find, mascara wearing posers and suburban crybabies trying to be freaks for a day. They would be drinking and talking about how raw their lives were, having no clue about the real things that happen in Arizona at night when God wasn’t looking. “Lonely shits, maybe 3 or 4 tops. Saw them on my way here,” Bells added. For us, the magic number was four to six. More than that, and we might be the ones getting a beat down. Three or less victims and not so much that it wouldn’t be fair, but that we would get carried away and maybe beat them so bad we would risk real jail time. Too many, too few: neither way a good way to celebrate my birthday. But four ready-made outcast victims: that was cake, and looking at each other, a nod all around, a trip to the bathroom, and then it would be time to blow out somebody’s candles.

13) **Summary**: write a summary list for the problem: "This was the stupidest/most racist (choose one) person I ever conversed with because I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_, etc (6 things at least). Try to work that into an experimental paragraph.

14) **Character Profile**: write a profile, like a singles ad including, hinting, or suspiciously over-avoiding what about the main character you are writing about in the problem. Turn it into an experimental paragraph.

15) **Personal experience w/notes**: write as notes or a voice over commentary on the “scene” you are supposed/trying to write

* You’ll be using someof these techniques for HW 4

**II. So how do you startup your idea for the narrative assignment?: Discuss (HW 4)**

**Again, eventually you will… THE NARRATIVE ESSAY (worth 100 pts): you will write a ‘short personal narrative’ 4 page minimum double spaced about an interesting personal event connected/happened to you that indirectly advertises a product or service (your choice) shown at the end, a real or made up name, with a visual logo or captioned image**

*For example: If your story was about chasing someone who just stole your laptop, product could be: Nike sneaker, 5 Minute energy drink, HP ultrabook, etc*

*For example: If your story was about having to find the lost finger of a coworker at Arby’s… product could be GPS ring*

*For example: If your story was about going on an interview, and then suddenly in the middle of the interview, someone comes in and starts beating the crap out of your interviewer, accusing them of stealing their girlfriend/boyfriend … product could be job.com, could be 10 megapixel phone camera for video, etc*

**III. IMPORTANT Question for HW4 etc:** Even after brainstorming, How do you know if you have a worthwhile experience topic ready to be told as a narrative experience? **”You get one shot at topic and it affects grade. Make the choice count.”**

**FOUR TESTS to see if your possible topic is INTERESTING ENOUGH**

--1)Is there an interesting problem? More importantly, is/are there significant complication(s) before getting to the resolution (Car breaks down. Call for a tow truck. The End. Good??? Bores audience to death?)  
  
--2)look for ways to show conflict and mood. Try to follow at least one of the ten tools/tones for crossover. Could it create an emotional response?

---3)what about it is interesting? Is it interesting to you (Never write something you wouldn’t read)? Is it interesting/can crossover to general audience? Can it work for your specialized audience (roll that in next class)?

--4)VERY IMPORTANT: Can this be written only by you (if the experience can be written generically by almost anyone, perhaps not the best narrative experience to choose). Can you tie in to a product somewhere in the story?

For example: “Evil Boy finds redemption” 🡪 Good topic? What product/service?

For example: “Generic bad blind date 🡪 is it different enough that most people in the audience could not top your ‘bad’ experience? If they can top it, not a good topic.  
  
For example: “Blind Date with guy who reveals he is a Clown” 🡪 what could this be about? Good topic? What product/service?

**HW 4:  
ENG101 HW4: BRAINSTORMING TECHNIQUES for Narrative: Due\_\_\_\_**

For your possible interesting personal narrative event….

**1)**Choose any **one** brainstorming technique from list of brainstorming techniques, **except for intro type ( #12).** List the # [1-15] of the technique you used. On **a piece of paper, choose, use and show the work of the brainstorming technique** including an experimental paragraph at the end. If you do caption a pic, attach a copy.

2)Just like 1 above, but do INTROS technique this time for the experience chosen above

3)From these two techniques, Write down/choose the idea you like the best. This will be the topic for the narrative experience you will develop into the Narrative ESSAY, so be choosey.

4)Which of the 10 Universal storytelling tools you think you could use for your narrative event that will help you ‘hook’ a reader audience, and how each of the two brainstorming techniques helped or did not help ‘find’ this.

5)Imagine 2-3 products or services that could match your narrative experience at the end/become endorsed by some significant factor of your experience. Write them down.

*For example: If your story was about chasing someone who just stole your laptop, Tool could be FEAR, or maybe humor, and product could be: Nike sneakers, 5 Minute energy drink, HP ultrabook, etc.*

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**Remember: QUIZ 3 on TUES!** “The New Spies” 138-143

**(THIS THURS IS ONE-on\_ONE CONF for those with trouble/questions/issues with big essay 1 (career) or narrative essay topic questions or HW4 ideas)**

**Analysis Breakdown is due TUES 9/10! Okay to submit early (email); but NO LATE DATE! If sending via email, make sure you get email saying ‘received’ and send to BOTH email addresses:**[**Miguel.fernandez@cgc.edu**](mailto:Miguel.fernandez@cgc.edu) **and backup:** [**eng102papers@gmail.com**](mailto:eng102papers@gmail.com)

**After Tues 11:59pm it gets a 0/F!**

**END**