**ENG 101 HW3 parts 1-5  
HW3 PART 1)Choose any one brainstorming technique** from list of brainstorming techniques **(except for #12 intro**): (from class 5 notes on newclassroom.com 🡪 handouts ). On **a paper, choose, use and show the work of the brainstorming technique.** If you do caption a pic, attach a copy & send via email.

**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

**HW3 PART 2**) do **1 INTROS technique FROM INTROS HANDOUT** this time for the experience chosen above (absolute minimum 3-4 sentences minimum; as much as 8-14 – whatever it takes to make it a full paragraph)

**HW3 PART 3)**From these two techniques (your choice + experimental INTRO), 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.

**HW3 PART 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.

**HW3 PART 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.*

***HERE are the 10 Tone Tools for General audience appeal***

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| --- |
| **10 Universal TOOLS in telling story/ to hook General audience appeal**  (different for each culture, may not translate between different cultures, but every culture has these ‘hooks’ for attention) |
| 1)Universal ‘human’ drama : tragedy, drama, family, loneliness, etc |
| 2)Fantasy roleplay (eg Axe Spray, Sports Videogames) |
| 3)Ride or react to a Trend (eg Vampire genre) |
| 4)FEAR |
| 5)Celebrity or sexual or heroic character’s endorsement |
| 6)Humor |
| 7)Desire to be successful /cool |
| 8)Intensity |
| 9)Disarming of a Fear |
| 10)Over the top or Controversial |

**@@BIG ESSAY 2: THE NARRATIVE ESSAY (worth 100 pts): @@** You will write an interesting ‘personal narrative’ 4 pages minimum double spaced about yourself **that indirectly advertises a product or service** (your choice, real or made up name) with a visual logo or captioned image ) **shown at the end of the paper**

**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 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..