**ENG101 HW2: Career postings Skills/functions list: Due\_\_\_\_**

(answer on a separate paper or email..)

1)Imagine a career you find interesting.

2)Look up a job posting online (monster.com, jobs.com etc)   
3)Can be general or specific (nurse vs pediatric nurse).

\*4)**List 5 skills, functions or qualities** the job posting says are necessary.

\*5)Under each, translate for yourself what you think each skill/quality means.

**For example**: Software Engineer posting at Banner Hospital:  
<http://www.newclassroom.com/Banner_job_description.pdf>

**Function**: ‘Supports and practices established change control standards’  
**Means:** uses software to force users in hospital to comply with changes in laws and practices  
 *do 4 more function/means for a total of 5….for HW 2*

**ENG101 HW3: 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.*

**ENG 101 HW 4**: **ON A PIECE OF PAPER or BY EMAIL: Due: \_\_\_\_**  
HW 3: AUDIENCE LOST OR FOUND IN TRANSLATION (answer on a separate paper or email..)

1a)Find one American commercial on youtube etc that you think would translate into most countries’ culture. Print/enter its http address.  
  
1b)Why do you think it would translate to a general global audience?

2a)Find a commercial from another country that you feel **does NOT translate** for an American audience. Print/enter its http address.

2b)Why do you feel it succeeds in that culture’s audience, but NOT to a general (US) audience?

2c)Choose one Universal storytelling tool below. Write in a few sentences how you would change the FAILED commercial to specifically use the tool (FEAR, humor, etc) for a US general audience.

2d)Why do you think your change would make it work for American audiences?

|  |
| --- |
| **10 Universal TOOLS in telling story/choosing topics 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**

**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..   
  
For example: “Blind Date with guy who reveals he is a Clown” 🡪 what could this be about? Good topic? What product/service tie-in?