**Class 16**: Compare & Contrast Presentations

Tues Oct 27 (Essays due)/ last chance q’s + work on presentations

THurs Oct 29 Presentations + intro to research (GBS exam 3)

Tues Nov 3 Presentations + intro to Research pt 2

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| **19** | 10/29 R | PRESENTATIONS Intro to the research paper | Exam review |
| **20** | 11/3 T | GROUP DYNAMICS 2 Research paper 2 | **GBS EXAM 3** |
| **21** | 11/5 R | QUIZ 9 Tricky Interview questions/ interrogation/ reading between the lines  Research paper 3 (Death Penalty demo) | **IT/ TECH** |
| **22** | 11/10 T | **“Beat the teacher”**:Collaborative Edit Rally of 102 papers: Changes length of final paper  Research paper 4 | Accounting |
| **23** | 11/12 R | **QUIZ 10 /** Research paper 5 Make it real: Platitude/ Meme to Action (“we encourage”) |  |
| **24** | 11/17 T | Countermeasures/Counter arguments Giv HW 9 Research paper 6 | Banking |
| **25** | 11/19 R **HW 9 DUE** | How to do risk analysis: Be best or get there first? Stay or Drop? Research paper 7 Give HW 10 | Business Finance |
| **26** | 11/24 T **HW10 DUE** | Social media writing and reaction handling : unfriend, ban, comments, humor, burns) Introducing Group Presentations |  |
|  | 11/26 R | **THANKSGIVING** |  |
| **27** | 12/1 T | 5)RESEARCH PAPER ESSAY DUE  Discuss group presentations | Exam review |
| **28** | 12/3 R | Work on Group presentations ( current event videos, 2 diff viewpoints, 5 slides/3 members ) | EXAM 4 |
| **29** | 12/8 T | Work on Group presentations |  |
| **31** | 12/10 R | Work on Group presentations |  |
| **32** | 12/15 T | ENG Honors Projects due | **Final Exam** |

END

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| --- | --- | --- |
| TEAM | PRODUCT | COUNTRY |
| 1 | Fifa real (soccer) | Mexico |
| 2 | Coca Cola | China |
| 3 | Car | Germany |
| 4 | Coffee Machine | Saudi Arabia |
| 5 | Jeep | Australia |
| 6 |  |  |

GOAL: Choose a product to pitch for your country

GOAL: What tone do you think you will use

What factors for that country’s audience are you appealing

Answer 5 questions re: PITCH regarding that country from the company ‘boss’

1)Why do you think this is an effective commercial?

2)Why does this appeal to your country’s audience SPECIFICALLY?

3)How does this work better than your competitor products?

4)What are a few things you knew you DID NOT want to do in your commercial (that might offend or at least not work for your audience) that has shown up in successful ads for other countries?

5)After question: Why should your group (each member) get 5 points of extra credit OVER the presentations [what were their weaknesses] of other groups?

Scores 1-5 for each/ max = 25 pts

6 teams = 6 x (1-5) x 5 = max of 150 pts

If teams score between 125-135 lower research assignment by 1 argument

If teams score between 135-150 lower research assignment by 2 arguments

SAMPLE (intro, contracts, conclusion) 11/05/13

**American Business Culture vs South Korean Business Culture**

Business in America and in South Korea is, of course, about making money, and people must work with one another to reach this goal. The approaches in these two countries, however, can be markedly different. Their approaches to meeting new people, giving gifts, punctuality, contracts, and criticism all vary to different degrees. For the most part, the South Korean business culture is more formal, and some things that Americans regularly do would be considered rude.

When South Koreans are meeting new people with which business may or may not be conducted, the lower ranking person will bow to the higher ranking person, who will usually initiate a handshake. The bow does not always happen, but it is more common than not. Americans will not incorporate a bow into their greetings, meeting only with a handshake and sometimes a pat on the back, depending on how formal the meeting is. One of the first things that South Korean businesspeople do after the initial greeting is exchange business cards. The cards are considered extensions of themselves, and are to be taken with two hands, read, and commented on before being put away. In South Korea, it would be quite rude to do what a typical American businessperson does with a business card. Americans tend to immediately shove the card into their pocket or wallet for future reference. Business cards are not as important to them and are only exchanged if people think they will need to contact each other.

During the first meeting, it is polite to exchange gifts with the host(s) in South Korea. The host initiates the exchange. The gifts have to be close in value, but the most valuable gift should go to the person with the highest rank. These presents are not to be opened during the meeting without express permission from the giver. The importance of gifts is not so high in American Business culture, and some companies prohibit gift giving between employees. The only time that gifts are close to necessary in America is when a meeting or party is being held at someone's house. For such an event, it is polite to bring the host something for their home. The purpose of gifts in South Korean business culture is similar to that in America. They are used to build relationships and to cause someone to view you in a positive way. Americans like to see someone open their gift, though, to see the reaction. Cash gifts are not appropriate in America, but are acceptable but not preferred in South Korea.

In South Korea, when you are expected to be at a meeting, you are expected to arrive on time. If you are even five minutes late, you must phone ahead to apologize. Leniency on lateness becomes a bit more lax for higher ranking people, as they are assumed to be very busy with important matters. The American attitude towards lateness to meetings is actually even more strict. You are expected to arrive about five minutes early, so as to allow for minor setbacks. When meetings need to be canceled, higher ranking South Korean businesspeople can cancel with no warning if something else comes up and has to be dealt with. They also do this to hint that they want to delay the meeting or do not want to do business. It isn't considered rude to cancel with no notice because of the higher rank. Low ranking people cannot cancel meetings like this. In America, even if the CEO needs to cancel a meeting, he will be considered rude if he does not give at least a day's notice.

One of the most distinct differences between South Korean and American business culture is how contracts are viewed. Koreans treat the contract as a starting point, and as such must be open ended and flexible. They are used to establish parameters in which business will be conducted. This is a striking change from the American contract, which is often long, very specific, and legally binding once signed. Contracts are so specific that you essentially require a lawyer, who will read it and help you understand it before signing. Since Korean contracts are not as important to them as the actual interpersonal relationship, they are often overlooked and edited. In American business culture, the legally binding nature of contracts makes them harder to change, and if any part of it is overlooked, there may be some trouble.

Another polarized difference between these two cultures is their approach to criticism and opposition in meetings. It is absolutely unacceptable to publicly criticize someone's idea in South Korea, where saving face is very important. Americans are typically expected to criticize one another during meetings because they say it leads to new ideas and greater efficiency; Time is money. Expressing different ideas from higher ups in Korea is also an act that will cause loss of face. These ideas are expected to be articulated in private in order to prevent anyone from losing face. American culture, again, is nearly the opposite. Asking why things are done a certain way, offering insight, and challenging others' opinions are seen as signs that you are actively thinking about the matters at hand.

North Korean business culture is, in some ways, similar to American business culture. However, there are clearly some very different practices. Because of these, it would be difficult for a member of one group to do business with the other if they have not done research on what is acceptable and what is not. Overall, the South Koreans are much more formal in all of their business practices than Americans, who attempt to be more familiar. Titles are important to them, in contrast with how American businesses are actually trying to avoid titles due to the “equality” mindset held there. South Koreans also attempt to separate their work lives from their personal lives more diligently than Americans.

Presentations for other Countries  
  
See Japan examples:

<https://www.youtube.com/watch?v=cAflMweFrXk>

or

<https://www.youtube.com/watch?feature=player_detailpage&v=MGsPZMzbouA>

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END

DAY TO DAY

Sample scenarios in day to day: eating at a fast food restaurant, choosing clothes, traveling to school or work, etc

Sample SPECIFIC details for sample scenarios in day-to-day: eating squid on Pizza in Japan, choosing clothes at an American shopping mall, being pushed in like tuna into a subway by a crowd technician in Japan, etc

How do you BRAINSTORM specifics for scenarios, that you can use in your detailed paragraphs of comparisons?

To research business ‘settings’ that you can ‘imagine’ into scenarios to show your difference

**TRY**: in google, type : types of business meetings

**TRY** <http://en.wikipedia.org/wiki/Meeting>

**TRY**: google search for: types of business communication

eg: •Exchanging information

•Exchanging options

•Making plans and proposals

•Reaching agreement

•Executing decisions

•Sending and fulfilling orders

•Conducting sales

WALKTHROUGH:

**Let’s do RUSSIA!**

**Primary: Business**

**NEED 6 things for bases….**

1)

2)

3)

4)

5)

6)

THEN ADD company name from country and enter all terms into google search!

launch party "Daewoo"

“shareholder’s meeting” Intel

“shareholder’s meeting” Air France

NEXT CLASS: QUIZ 11 + Group Activity: Grading Comp/Cont essay…

END:

**INTERNET SEARCHING mini-lesson/ INTERNET CHUNKING LESSON for quickest internet results**

**Part 1: CHUNKING FOR finding specific things on the internet: Reverse what you do for searching library – go for largest chunk first  
  
\*\*\*CHUNKING means entire search phrase: deciding what search terms together in quotes, and which not. KEEP words TOGETHER WITH QUOTES that are a phrase**

**Eg: target guns made of composite materials … if no quotes…on google vs as quote chunks….**

**eg: “nursing homes” 🡪 is a chunk/phrase 🡪 finds the words together, ‘nursing homes’  
IF NOT QUOTES 🡪 nursing homes 🡪 you will get things on ‘nursing homes’, and things on ‘nursing’ (being a nurse, the profession, etc) and things on ‘homes’ (how to buy, how to maintain, etc)**

**here's a working tough thing to find: Do the French, in business, believe in showing anger during meetings?**

1. **In the sample it would be chunked at: "French in business" "showing anger" "in meetings"**
2. **If nothing, get rid of plurals – the ‘s’**
3. **If still nothing, get rid of the least important term. Continue until you get good results.**

**Try Yahoo – not just google!**

**For example, If topic was: Horror movies from Japan are better than American horror movies because of better use of suspense… search terms could be:**

**"japanese horror movies" suspense comparison American**

**TRY:1)Modern science fiction inspires real ideas in real science (chunk for Yahoo)  
A) "Modern science fiction" inspires "real ideas" in "real science" NOT WINNER.  
B) "science fiction" inspires "real ideas" in "real science" NOT WINNER.  
C) “science fiction" inspires "real science" WINNER! .**

**eg THESIS: Nursing home abuse occurs because of inadequate monitoring of staff and day to day functions..   
one argument is:  
 eg There are no legal requirements for background checks for staff at nursing homes  
 *good chunking of argument could be:***

***“legal requirements" "background checks" staff "nursing homes"!!!!!***

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INTERNET CHUNKING/ RESEARCH: What if you did have to research instead of imagine a scenario?