**Class 10**: + HW steps for your Process Essay (and approved topic)

Quiz: United Airlines’ CEO’s missed opportunity to move beyond platitudes (Management fail)

<http://withoutbullshit.com/blog/united-airlines-missed-opportunity-to-move-beyond-platitudes/>

QUESTION for quiz:

KEEPING IN MIND THE “A” (Audience) of P.A.R.T.S. which you should plan first before writing…

What are 4 EXACT/DIRECT things the incoming United CEO could have done in writing his statement that would NOT have been a management fail platitude (fake sentiment)?

**UPCOMING DATES and WHAT’s DUE**

**\*TODAY TUESDAY SEPT 24:**  
1)What does a step look like /2)Topic consult!  
3)HW is due today / but chance at REDO for Thursday if need to change topic  
  
**\*Thurs SEPT 26** **RUBRIC and group grade** (Today we choose   
**Antagonist Reward: winning team +2   
or   
Collaborative reward: Extension on Process due date to Thursday Oct 3+ Conferences round 2)**  
**\*TUESDAY OCT 1**  **Process is due**? / **OPTIONAL CONFERENCES on Process**   
  
**\*Thurs Oct 3: ?????**

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**NARRATIVE SCORES and HOW TO IMPROVE STRATEGIES: (10% of the grade)**1**): make the deadline 1 day before actual**

**2)**Grammar/spelling

Paragraphs  
**Paperrater.com / Writing Center  
Read out loud** and you can't take more than a 1 second pause between sentences. Paragraphs can be 3-5

**3)**Missed something (for example) Product Icon image **Make checklist against assignment description** Turn assignment description into numbered checklist

SAMPLE ‘A’ HW PROCESS STEPS/STAGES  
:: How to install front disk brakes (REJECTED)  
--Sample Topic (approved?): How to install online-purchased front disk brakes

PREP:

1)ASSESS the problem: examine the brake problem in general and gather info

2)check if need to replace pads

3)check if need to replace rotor

4)check if need to replace calipers

Action:

5)Gather part numbers and survey what's available

6)replace just pad and what options/brands/choices

7)Replace rotor and what options/brands/choices

8)Replace caliper and what options/brands/choices

9)Dealing with marketing and hype and determining need vs choice

Close down:

10)Delivery and confirmation that parts are appropriate for vehicle

Final Troubleshoot Paragraph: parts arrived okay? Will they fit or be a problem -- has your installer dealt with brand or product type (standard, carbon, ceramic) before or is this a first time?

Conclusion:

EACH STEP = at least 1 paragraphs   
TYPICALLY…

**Write out EACH STEP as at least 1 paragraph,**  SHOWING how, **not** just telling explanations.

Think of each step as a mini-paper . Work on each STEP as a paragraph or two. (for accuracy and ‘reproducibility’ [could someone not an expert follow your instructions] Transition between each stage.

For each step/PARAGRAPH you should have

**a)deep details of what to do** (‘stir the paint can thoroughly, clockwise, until you can see that etc’)

**b)sense experience while you are doing the step** (‘if stirring feels like thick mud, you need to go back and…’)   
**c)Common Exceptions/special cases**. (When dealing with quick seal acrylics, you need to add an emulsifier to…

**d) 0-3 potential problems per STEP and how to detect + fix/react** (‘If you open the can to find a solid glue’ you must….)

EXAMPLE OF A FULL PARAG:

STEP 1 example: SAMPLE F grade paragraph: 0-1/10  
So first step in assessing is to drive the car and use the brake under various conditions in order to assess the issues. Ride the car and see if you can figure out what’s the problem from how the brakes react. Decide if it’s the brake pads, the caliper, and/or the rotors. If unsure, buy the whole brake kit and get ready to mount as necessary

STEP 1 example: SAMPLE ‘A’ paragraph:

*look for deep details  
senses (what do you feel, hear, see, smell, taste = ?)  
how to deal with special cases  
0-3 problems if you can’t tell if right/ways to further test the stop*  
 So first step in assessing is to drive the car and use the brake under various conditions in order to assess the issues. You should drive slowly and brake fast; try a normal brake condition; try braking while taking a turn both slowly and fast; try braking to an emergency fast brake-full stop; try braking going somewhat fast but with a gradual roll down to brake to a stop. What you are listening for: one: squeak or rolling shhhh friction sound, like someone forcing out air; two: rumble with bumpy brake stopping, high pitch squeak, or a popping sound. Any of the first sounds and you may only need to replace the brake pads. Any of the second set and you need to replace the rotor mechanism as well. You should also be ‘feeling’ the car and the wheel as the brakes get pressed: if there is vibration or shaking of the car (called judder) or the wheel as you go into the braking, you will definitely need rotors replaced. However, if you feel the car pulling slightly left or right as the brakes go, or a really nasty vibration felt on your brake foot, you might also need to replace the calipers/ you might have sticky calipers. A combination of above, or if brakes are slow to respond or jerky in sensation: you probably are best off replacing the entire front disk mechanism. You will be able to confirm these details when you examine by eye the actual brakes when you mount and lift the car; but it’s always best to over-buy at first, save receipts, and have all the necessary parts at hand and return what you don’t need. You’ll have plenty of frustration changing the front disk brakes if you are a beginner, so why add to the stress by having to mount, remount when test driving and then finding problems continue, more brake parts need replacement; or even worse, once working on the brakes having to abandon the project and head out to AutoZone to buy more parts?

DECISION 5 FINAL **Troubleshooting Paragraph: Results Potential Problems: detecting and fixing:** What are end-stage assembly problems? Signs of failure even if all stages and steps completed? Do you have some way to know if something was done wrong all together or in final product? How would you test to see if the finish was done correctly? How do you know or detect? What can you do to fix it?

DECISION 6 write a **CONCLUSION**: An ending that typically

**a)encourages** (“If done right, you…”);

**b)rewards** (“With these skills…”);

**c)Warns** (“It’s not simple, but if you followed the steps carefully..”); or

**d)summarizes**.

**END**

TOPIC APPROVALS!!!!!!! COME ON UP: HAVE IT WRITTEN DOWN

PROCESS ESSAY RUBRIC

**LAST YEAR**

|  |  |
| --- | --- |
| **Process Essay RUBRIC CATEGORIES** | SCORES: |
| 2. Essay delivers its message/ stays on topic | 10 |
| 3. Accurate *(could you do action based on details?)* | 10 |
| 4.Creative/interesting | 5 |
| 5. Detailed/specific content/ enough ex. ] | 15 |
| 6. Essay breaks down into relevant paragraphs | 5 |
| 8. Grammar & Spelling [0-15] | 15 |
| 9. Sentences & Paragraphs. [0-15] | 15 |
| 10. Format | 5 |
| 11. Consistent/Builds | 5 |
| 13. Cohesive/Sounds Good | 5 |
| 15. Introduction | 5 |
| 16. Conclusion | 5 |

CHECKLIST:

1. Topic specific enough so you don’t wind up doing 15 pgs?
2. Have a list of all steps? At least one STEP from PREP, Most in Action, At least one in Final Check
3. Each step is it’s own DEEP paragraph? Written like a mini paper with:   
   *deep details  
   senses (feel, hear, see, smell, taste = ?)  
   how to deal with special cases  
   0-3 problems if you can’t tell if right/ways to further test the stop*
4. Intro?

5)A Last troubleshoot paragraph:with 1-4 potential problems/ things that could go wrong during what you THINK is finished product/action  
WITH how to detect if wrong and fix/reach

6)Write a conclusion:  
**a)encourages** (“If done right, you…”);

**b)rewards** (“With these skills…”);

**c)Warns** (“It’s not simple, but if you followed the steps carefully..”); or

**d)summarizes**.

7) Proof the whole thing as a single unified paper or essay

**NOW:  
HW 6 make sure your topic is approved  
HW 7 (whats not done in class): DUE TUESDAY YOUR STEPS FOR YOUR TOPIC (email or in person) Plus on back , 4 ‘what if’s’ for any 4 of your steps.**

**Tuesday: 9/25 GRADE sample PROCESS (front brakes)**

**THURSDAY 9/27: PROCESS ESSAY DUE + in class optional help**

**PROCESS ESSAYS (Remember, this will take MUCH more time to do than narrative essays**

END