Class 13 (10/2/18): GLOBAL AUDIENCES /   
 COMPARE CONTRAST 200 pt essay

Return of Process Essays:

Points so far: 37 -100

Biggest issue: detail like a book report (no sense experience, no personalized training and sense details; missing special cases and troubleshooting; still some grammar/spelling

**10/2 T**: Today (discuss global audience: consumers and business partners)  
 Discuss group product presentations

**10/4 R**: **HW 4 due** + Discuss Compare/Contrast essay/LESSON on COMPARE AND CONTRAST / RANDOMLY ASSIGNED HW8: your random Country (group) for PRODUCT PITCH and Compare topic (individual) for 200 pt paper: Next Quiz

**10/9: T**: LIBRARY ON TUES 10/10: HOW to Research Cultures for business practices (aka HW 8)

10/11 R: Group grade a sample compare/contrast paper (vs EC points)

10/16 T: Time to work on GROUP commercial pitches for randomly   
 assigned group culture   
**10/18 R**: Group Commercial pitches (vs -1 or 2 arg)  
**10/23 T** Compare/Contrast 200 pt essay DUE + CONF last chance help

HW 4 due THURSDAY

PROCESS ESSAYS RETURNED

**AUDIENCE towards COMPARE / CONTRAST ESSAY**

**What happens when a commercial’s audience doesn’t translate?**

EXAMPLE:

Problem: Korean company sell American style Fried Chicken Batter in Korea

Wrong Analysis/Wrong Solution: Our Fried Chicken batter mix commercial is American hip! Everyone wants to be American hip!  
Audience: Hip Korean moms & kids who want American style chicken

Research: American style is….

Happy Family meal

American slang from hip hop movies!

Science Fiction!

Research: Every hip American says “What the Hell!” “and Yo” like “Yo MTV raps”  
  
??Catch phrase sounds like: "What the Hell? Fried Chicken!"

Catch phrase: "Yo, I'm about to eat!"

SOLUTION:/PRESENTATION/AD:

<http://youtu.be/7pOoSe2K5DU>

Successful in Korea, in 80’s. Would it work in the U.S. Would you buy “What the Hell Fried Chicken Batter”?

**We will revisit CULTURE DIFFERENCES when we do COMPARE/CONTRAST**

**But now for its relevance on your own active writing….**Part of the American college experience is interacting with, writing for a diverse ‘globalized’ audience – socio-economically, politically, ethnically, etc. You will have a mixed classroom/mixed audience from now on for papers, essays, presentations. Welcome to college and more importantly, business world.

So you will write honest stories and have opinions, but you also have to understand you will need to appeal to a general audience 🡪 this means when you write stories (fiction or narrative non-fiction) you should try to get in/consider at least 3 of the ten Tools/TONES/hooks for a general audience. When you peer review, you need to answer what’s asked, not what you believe.

**HW 4: FOR NEXT CLASS:**

**AUDIENCE LOST OR FOUND IN TRANSLATION?: A few for volunteering**

**ON A PIECE OF PAPER or BY EMAIL:**

HW 4: 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 ‘as is’ 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 URL.

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 for the FAIL IN AMERICA commercial from 2a. Write in a few sentences how you would change the commercial to specifically use the crossover 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 |

**THURSDAYHW 4 due**

EXAMPLES

**FAILS TO TRANSLATE because the ten tools were not used for American Audiences:**

**#1What prevents this Japanese commercial (Dole Bananas) from translating to American audiences (for selling Bananas):**

[**http://www.youtube.com/watch?NR=1&v=dpqxSBclqWs**](http://www.youtube.com/watch?NR=1&v=dpqxSBclqWs)

What fails here to work for U.S.A?

**#2: Tea for High Blood Pressure** [**http://www.youtube.com/watch?v=Q0r6LfjMYRE**](http://www.youtube.com/watch?v=Q0r6LfjMYRE)

What fails here to work for U.S.A?

**Which of the ten approaches/appeals are in effect in this commercial:**

You can combo tones for added effect:

Which are in effect?

**Magnavolt Car Alarm:** [**http://www.youtube.com/watch?v=w39o6eSI06Y**](http://www.youtube.com/watch?v=w39o6eSI06Y)

Would it work in PC America?

ACTIVITY: FIX OF EXAMPLESso cross-over appeal to general audience without sell-out: **How do these do it (or fail to do so) – Which of the 10 audience ‘appeal’ tools/techniques are in play?**

I want more time: <http://www.youtube.com/embed/UvYb4BLIAQw>

**NEXT CLASS:   
Assigning random cultures by group and Compare Contrast Essay (200pts)**

**Next class QUIZ6: Watch a video and answer question (no reading)**

**SHARK TANK video: Breathometer**<https://www.youtube.com/watch?v=rx8I703K2RI>

**:  
Quiz 8:  
List 5 things that were done RIGHT for the pitch/Would ‘sell’ the idea/ make it different:**

**List 2 things that could be improved**