

Legend: ■ Main/Setting  
■ Problems  
■ Goal/Solution

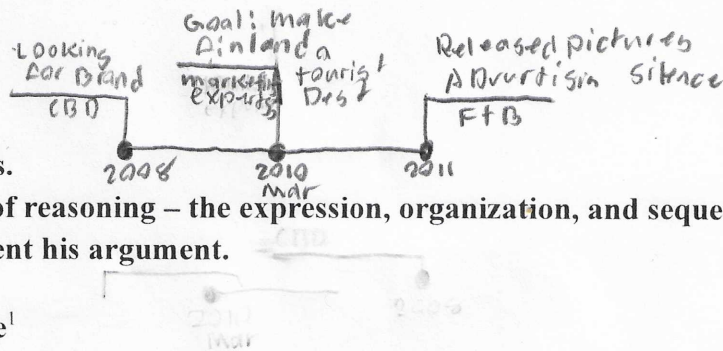
# AP Capstone Seminar: Your Brain on Silence Stimulus Packet

## Source A

Objective: Identify and analyze the author's line of reasoning.

Instructions:

- 1) # the paragraphs
- 2) Identify the author's thesis.
- 3) Analyze the author's line of reasoning – the expression, organization, and sequence of ideas the author uses to present his argument.



This Is Your Brain On Silence<sup>1</sup>

- 1 One icy night in March 2010, 100 marketing experts piled into the Sea Horse Restaurant in Helsinki, with the modest goal of making a remote and medium-sized country a world-famous tourist destination. The problem was that Finland was known as a rather quiet country, and since 2008, the Country Brand Delegation had been looking for a national brand that would make some noise.
 

Goal: make Finland tourist destination  
 Problems: Finland known as quiet  
 Solution: Noisy Brand
- 2 Over drinks at the Sea Horse, the experts puzzled over the various strengths of their nation. Here was a country with exceptional teachers, an abundance of wild berries and mushrooms, and a vibrant cultural capital the size of Nashville, Tennessee. These things fell a bit short of a compelling national identity. Someone jokingly suggested that nudity could be named a national theme—it would emphasize the honesty of Finns. Someone else, less jokingly, proposed that perhaps quiet wasn't such a bad thing. That got them thinking.
- 3 A few months later, the delegation issued a slick "Country Brand Report." It highlighted a host of marketable themes, including Finland's renowned educational system and school of functional design. One key theme was brand new: silence. As the report explained, modern society often seems intolerably loud and busy. "Silence is a resource," it said. It could be marketed just like clean water or wild mushrooms. "In the future, people will be prepared to pay for the experience of silence."
 

Comp Cont Loud city

"Silence sells"
- 4 People already do. In a loud world, silence sells. Noise-canceling headphones retail for hundreds of dollars; the cost of some weeklong silent meditation courses can run into the thousands. Finland saw that it was possible to quite literally make something out of nothing.
- 5 In 2011, the (Finnish Tourist Board) released a series of photographs of lone figures in the wilderness, with the caption "Silence, Please." An international "country branding" consultant,
 

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