

Final Portfolio  
Cultural Revolution of the 1960's  
Sachin Katyal  
Professor Lawrence Abbott  
December 9, 2019

My signature below certifies that I have complied with the University of Pennsylvania's Code of Academic Integrity in completing this portfolio.

Sachin Katyal \_\_\_\_\_ Name (printed)

Sachin Katyal 12/9/2019 \_\_\_\_\_ Signature/Date

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## Letter of Reflection

Dear Faculty Reader,

My name is Sachin Katyal and I am a freshman studying CIS. This semester's writing seminar has been one of the most difficult writing experiences I have gone through and required one of the biggest leaps in writing ability. However, there was not just one "a-ha" moment that triggered my ability to make these leaps. My journey, instead, consisted of a series of small steps, and the occasional setback, that is clear when reading the pieces of writing chronologically.

One of the biggest sources of difficulties in this class came from the Literature Review. After receiving a B- on the first draft, I was determined to get better. I carefully read over all my peer reviews reflected about the changes needed and worked tirelessly to implement them in the next draft. However, after all the work put in, my grade had only increased to a B. I'll be honest, I was fairly discouraged, but after taking one more look at the peer reviews, and emailing my professor back and forth, I was able to submit the draft in the midterm portfolio that was up to my standards. Comparing my earlier drafts to my baseline document, and it became very clear where I went wrong.

In my baseline document, the opening of the anecdote has a rather informal tone. This implies that general, non-scholarly readers would be an appropriate audience. However, the rest of the writing piece is filled with technical jargon, which would be much more appropriate for a more scholarly audience. This same problem with maintaining a consistent, appropriate tone was present in my earlier drafts of the Literature Review. Secondly, on my baseline document, my citations were not done correctly. The repetition of "Katyal, Sachin" would need to be reformatted to the appropriate MLA style when citing the same author for multiple pieces. In comparison to the Literature Review, almost every one of my drafts contained a peer reviewer mentioning something about the incorrect formatting of my citations. After realizing these repetitive weaknesses, it started to become easier to identify and handle these problems in my writing pieces post midterm portfolio.

While as a CIS major, my writing experiences will become more sparse, I think lessons learned in this class will certainly apply outside of it. For example, I've learned the importance and manner in which to reflect upon past experiences and apply them to current situations. Inside this final portfolio, you will see Justificatory Genre and Literature Review, among other pieces, and see the progression of my writing ability.

Sincerely,  
Sachin Katyal

# Writing Samples

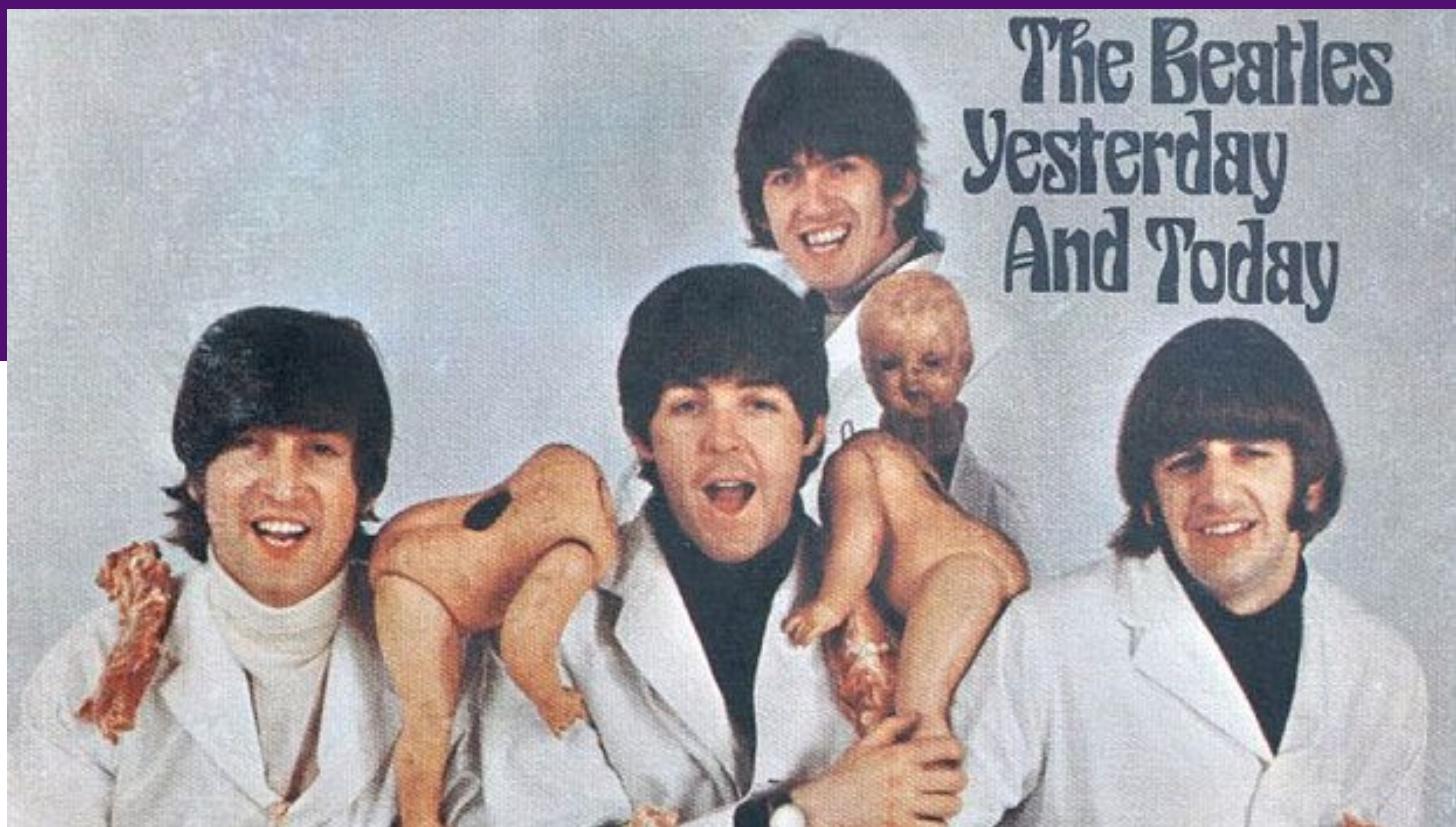
## Final Draft of Justicatory Genre

Pitchfork

THE PITCH



# If the Beatles Were Today Instead of Yesterday



By: Sachin Katyal / December 9, 2019  
Rock / Pop



The Beatles are timeless - or at least that's what I hear from pretty much everyone who has listened to them. Coming up at almost 50 years since their final album *Let It Be* was released, the Beatles still remain relevant in today's society. However, just because they are timeless, doesn't mean that they could have existed at any time.

As a Beatles fan myself, I, like many, were intrigued when the 2019 movie *Yesterday* was released. Jack Malik wakes up one day to find himself to be the only one who knows who the Beatles were and gains massive fame by recreating their songs. He quickly transitions from a failing artist to the world's most famous musician. While the movie implies that the Beatles would be as popular if they released music today instead of the 60's, I can't help but think the opposite. If it were the case that the Beatles released their music today, they would not gain nearly the same popularity. Their fame, in addition to the music, was dependent on a combination of their image and timing.

Despite being an aural medium, music has always had deep roots with the visuals, and this is no better demonstrated than by the Beatles. During the early 1960's, the Beatles were a symbol of teenage rebellion - their famous bowl haircut became a direct association between youth rebellion and their music, and it was one of the many factors that influenced Beatlemania in the 1960's. Even their producer George Martin [identified this image](#) as he says, "I thought their music was rubbish." George Martin ended up signing them not because of their music, but due to their "wonderful charisma" and their "their sense of humor."

Take a look at many rappers in the mumble rap scene today and it's clear that image is still tied to music. [Lil Pump's Gucci Gang](#) wasn't just widely popular because of its musical brilliance, but also how it is related to his personality, his face tattoos, and social media presence. In today's society, the clean cut Beatles no longer seem rebellious. Their innocent song themes with their bowl haircuts and black suits to many are outdated and formal.

The Beatles recognized this relationship and attempted to shift away from it in 1967 by ceasing all future tours to focus on their craft. However, in the digital age of music, this solution would be unsustainable. According to the [Financial Times](#), since 1986 concert revenues have increased six times while music sales (via a purchase of an MP3, CD, or other forms) have decreased to a fraction of what they used to be. In the age where musicians make the majority of their revenue by tours, simply cancelling their concerts isn't a sustainable business model.

Even though there are artists today, like Frank Ocean, who take this approach to focus on their craft, they are still financially affected compared to artists who do tour. If we were to assume the Beatles were to hypothetically make the \$1 millions in profit that [Frank Ocean made in 2016](#), we would also have to consider that they would be splitting the profit between the four members of the band in addition to their expensive equipment and instruments and the additional engineers required to operate them. While the Beatles wouldn't be starving artists, they certainly wouldn't have the same financial freedom. If the Beatles were to have a more modern style of music, then they would also not be able to experiment with cutting edge technology to push today's music forward as they did in the latter half of their career in the 60's.



In addition, today's charts consist of hip-hop and pop music, filling up 30% and 38% respectively of all spots on the Billboard Hot 100 in 2014 compared to rock's fraction of a percentage. While rock used to be the centerpiece at music award shows, like the Grammys, they are now seldom acknowledged at the actual event, in order to make room for more popular genres.

I'll concede the Beatles have certainly won musical awards under the pop genre. However, while their earlier music was considered pop at the time, the two guitar, one bass, and drum ensemble is rarely seen in today's pop music. Instead, pop music today consists mainly of synthesizers and sampled drums.

It's been over 50 years since John, Paul, George, and Ringo took center stage, breaking television records, influencing the Summer of Love, and introducing the world to new sounds album after album. Contrary to *Yesterday*, their success in today's climate would be drastically different than what is was in the 60's. The Beatles are no doubt masters in the art of music. However, music has always been a product of the visuals, current events, and even other music. If we were to think that the Beatles would generate the same success, we would be belittling the importance of these aspects that make music so pervasive and unique.

#### ARTISTS IN THIS STORY

## The Beatles

#### TAGS IN THIS STORY

## Yesterday



# Final Draft Literature Review

## The Current State of Research on the Beatles' Sgt. Pepper's Lonely Hearts Club Band

### Introduction

The Beatles' influence can still be seen in society today, with the box-office hit *Yesterday* (2019) being one of the many examples. As a result, research on this band is extensive. A sizable portion of the research consists of the early years of the band including their impact on the British Invasion, Beatlemania, and even their revolutionary hair styles. However, later in their career, the Beatles found themselves diverging away from their classic image and sound. Replacing their black suits were the bright ensembles that became associated with the 60's (Borém and Etlinger). This transition came simultaneously with the release of their radically unique 1967 album *Sgt. Pepper's Lonely Hearts Club Band*. Widely hailed as one of the greatest albums of all time (Galenson), the goal of this Literature Review is to shed light on the depth of research that has been conducted on this album in order to emphasize its importance in society. Given *Sgt. Pepper's* broad influence, it has been approached by a variety of researchers on different aspects of the album including music, cover art, and cultural influences.

### Music

Given music is the main focus of the album, a substantial portion of research done on *Sgt. Pepper's* pertains to the depth of musical influences. David W. Galenson points out the unique musical complexities of *Sgt. Pepper's* by contrasting the music found in the album with music in the 50's and early 60's in his article *From "White Christmas" to Sgt. Pepper: The Conceptual Revolution in Popular Music*. Despite being a professor in the department of economics at the University of Chicago, he is stable able to provide an in-depth analysis of the music. Given that his background is one that is usually associated with statistics, analysis, and concrete data, Galenson points out that while *Sgt. Pepper's* only has 13 percent more words than their 1964 album *A Hard Day's Night*, which is characteristic of much of the Beatles' early style of music, it contains 75 percent more unique words. In addition, "love" which occurs 53 times in *A Hard Day's Night*, occurs only 13 times in *Sgt. Pepper's* (Galenson). Galenson is able to extrapolate from this data that this change reflects their attempt to address different and more sophisticated topics and genres of music.

Rafael Braganza and Alejandro Rafael of the University of Americas Quito supports Galenson's argument and bring a more musically technical approach to the discussion, asserting that the band's use of technology was unique and resulted in complex sound. As a professor in the School of Music, he states that *Sgt. Pepper's* was a pioneer in using "overdubbing" beyond just vocals, a process of adding instruments post production in a layering-like process. The Beatles used this technology to layer guitar effects, orchestral pieces, and more on top of their vocals (Braganza and Rafael). Furthermore, he points out their use of special effects on their guitars was unlike many other bands of the time, such as "wah-wah, signal distortion, Fuzz and the Overdrive. [...] delay effects [...] reverberation [... and] modulation effects" (Braganza and Rafael).

Phil Rose, professor in the Department of Communication and Media at McMaster University, builds further upon Galenson, Braganza and Rafael's discussion by analyzing the

music of the album thematically. He points out that *Sgt. Pepper's* created the first concept-album, a genre in which every song is related to a broader theme, and the album was a pioneer of psychedelic rock, a genre that became widely popular in the late 60's and early 70's (Rose). Given the musical feats that *Sgt. Pepper's* was able to accomplish, researchers of varying academic backgrounds have been able to provide complementary perspectives on the musical impact of the album.

### **Album Cover**

Though musical influence makes up a substantial portion of research done on this album, the album art is another point of interest to scholars, due to its complexity and distinctive artistic elements. Sarah Etlinger and Fausto Borém, in an attempt to shift the focus of research away from the music, focus on the album cover in their 2011 article, *Beyond Music: Rethinking Sgt. Pepper's Lonely Hearts Club Band*. Etlinger, having a PhD in Rhetoric and Composition, and Borém, professor in the School of Music at UFMG, point out various aspects of the cover that made it so artistically influential. For instance, the album invites the listener to deeply analyze and critique the cover. This is demonstrated by their use of photomontage, a newly popular artistic form where figures or objects are somewhat haphazardly put together. In addition, *Sgt. Pepper's* is also the first album to include all of their lyrics on the back cover. Given that the Beatles were going through aesthetic and musical changes, the authors point out the juxtaposition of wax figures bearing their classic image next to themselves as members of the brightly clothed fictional band, *Sgt. Pepper's Lonely Hearts Club*. This, as a result, implied their dismissal of the link between music and image. The authors argue that this level of viewer engagement elevates the status of the album cover from a mere commodity or an advertisement, as it was originally intended to be, to a work of art (Borém and Etlinger).

Just like Etlinger and Borém, Ian Inglis at Cambridge University also directly addressed the lack of research done on album art, stating the album covers are “rarely investigated” in his article ‘*Nothing You Can See That Isn't Shown*’: *The Album Covers of the Beatles*. However, while Borém and Etlinger point to the cover as a piece of art, Inglis builds upon their work by showing how the cover influenced a new wave of album covers by referencing the Beatles’ 1968 album *The Beatles*. Given that *Sgt. Pepper's* cover was, as Etlinger and Borém point out, full of color and complexity, *The Beatles*, in contrast, was just the opposite - a blank white cover consisting of no elements other than their band name, aptly dubbed *The White Album*. Inglis argues that the Beatles chose this “radical” new way to package the album by quoting Barry Miles’ article *John Lennon in his Own Words*. *The Beatles* was not an artistic statement, but rather, ““a way of competing with lavish design treatments of most post-*Sgt. Pepper* sleeves” (Miles, 1997)” (Inglis).

### **Cultural Influences**

Though different aspects of *Sgt. Pepper's* have been researched, authors are still able to tie their work to broader cultural influences. Phil Rose spends the majority of his journal on such influences. Given *Sgt. Pepper's* pioneered psychedelic rock, the Beatles admitted to the use of psychedelics during the creation of the album. As psychedelics, such as LSD, were heavily associated with youth culture, the author argues that this expression of drug culture tested the boundaries of expression. Given that Rose is an expert in communications, he points to the audacious and provocative lyrics in the album such as “I get high with a little help from my

friends” and “I’d love to turn you on” to support his argument (Braganza and Rafael). This in turn, he argues, was a key contributor to the idea of a “generational gap,” a term used to describe the cultural barrier between older and younger generations that became prevalent in the 60’s.

However, given their focus on art, Sarah Etlinger and Fausto Borém refute this argument by pointing out that the revelation in pop art actually merged opposing sides together: “The Beatles can be seen as instruments for challenging and dissolving traditional and restrictive categories” (Borém and Etlinger). The authors point out that previous to *Sgt. Pepper's*, high culture was associated with wealthy and educated members of society, and low culture was for the masses. Given that the Beatles were widely popular and therefore considered “for the masses,” creating what is now considered an acclaimed piece of art blurred the border between high and low culture.

### Conclusion

*Sgt. Pepper's* has been researched in depth in the field of music, album art, and cultural influence by various scholars with varying backgrounds. Given that music is the focus of an album, the majority of research done on *Sgt. Pepper's* is the radical change in music style. However, scholars have been exploring other components of the album. For example, Etlinger, Borém, and Inglish have been able to provide meaningful and an in-depth analysis of the album cover itself. The research mentioned in this Literature Review highlights the interdisciplinary nature of research itself. For example in this Literature Review, economists wrote about the Beatles’ growing lyrical complexity and professors of communication about the evolution of pop-art. The wide variety of subgenres and complementary research done on this album point to the influential feats *Sgt. Pepper's* was able to accomplish. Future research needed to be done would include analysis of the album cover from an actual artist. Their expertise could provide a different perspective than what has been currently presented.

### Work Cited

- Braganza, Pacheco, and Rafael Alejandro. "Stoner Attitude - Steroids Before the Feet: Production of 5 United Topics with Sound Based on 'The Beatles' Sgt. Pepper's Lonely Hearts Club Band." *Repositorio Digital Universidad De Las Américas: Página De Inicio*, Quito: Universidad De Las Américas, 2019, 1 Jan. 1970, dspace.udla.edu.ec/handle/33000/11213.
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# My Review of Justificatory Genre

## Reviewer

Sachin Katyal

Submitter: Oliver Law

### Propositional Content

Partially meets expectations

*It is clear what you are arguing in your first paragraph but I think the specificity of the proposition is lost throughout the article. You specifically target college campuses, however, I don't think you have a strong enough focus on college campuses throughout your body paragraphs. You mention why it is generally bad to have censorship.*

### Invention

Meets and sometimes exceeds expectations

*I really like this topic and I think it is especially relevant and controversial in today's society. Often times people want to read or see what they disagree with and I think this is a perfect counterargument to that thought process*

### Rhetoric

Mostly meets expectations

*This maybe just because I'm not as familiar with The Nation, but I think most of their articles are more formal and therefore don't include "I". I believe the examples that did include "I" were more narrative based as a whole. Along the same lines, asking questions to the reader like you did in the last paragraph is something I am also not certain that The Nation would do an article like this*

### Genre

Mostly meets expectations

*Really great job imitating articles from The Nation. It is clear that a lot of time was put into emulating articles from The Nation. However, I would just change the font in the body of the article to something more similar to articles in The Nation, such as Times New Roman.*

### Presentation

Mostly meets expectations

*There are just a few grammatical and word choice errors. For example, I don't think you should start a sentence with "And".*

### Aesthetics/Reading Experience

Meets and sometimes exceeds expectations

*You do a great job of drawing the reader in by bringing in familiar examples and adding counterarguments. I can see your passion in this article and it makes me more enthusiastic to read it.*

### Weighted Average

B+

## A Copy of Reviewed Draft

# Why We Should Take Action against Literary Censorship on Campuses

Censorship of literature is robbing authors of their freedom of speech and students of their right to an unbiased education.

By Ollie Law

NOVEMBER 25, 2019



The spread of misinformation, biased information, censored information seems to be one of the greatest socio-political challenges facing the US at the moment. From the use of both fake and biased news in the 2016 presidential election to cover ups and deceit taking place in the White House today, we cannot escape the manipulative power that information holds. But not only is the adult population of America forced to grapple with what is true and what is false, students are also being subject to the withholding of information. The very institutions designed to grant us unbiased access to information are able to selectively ban certain pieces of literature from the classroom and from their libraries. Not only does this practice disregard our First Amendment right to freedom of speech but it also tarnishes our right to education.

I concede that it's easy to make an argument suggesting that we have an undeniable right to something, as many make for our constitutional right to bear arms. So, as well as note the unacceptability of censorship on principle we should also look at the historical and present-day instances of censorship at its most dangerous. Let's start with the most abhorrent of all: the Nazi Regime. One of Adolf Hitler's greatest tools in his leadership of Germany was propaganda. This extended to virtually every facet of media communication. Anything that appeared to be unsupportive of Hitler's regime was snubbed out by the oversight of Joseph Goebbels: literature, newspapers, music etc. Whilst this is clearly an extreme situation, we can still see the danger that has censorship possessed.

One could make the argument that censorship need not have such abhorrent consequences. However, the issue with censorship is that it is an inherently biased practice. In the act of deciding what can and cannot be seen, biases inevitably appear. For instance, there has historically, in the US, been a large censorship of books considered to be anti-Christian. *On the Origin of Species* is a perfect example of this as it biases religious beliefs over scientific education. What is most distressing of all about the practice of censorship is that it targets some of the most influential books: *Brave New World*, *Of Mice and Men*, *The Catcher in the Rye*, *Catch-22*, *Slaughterhouse-five* and *To Kill a Mockingbird* have all been subject to challenges and bans from schools.

More importantly for us today, however, are the books being challenged and banned today, especially given the reasons cited for such actions. Almost half of the [top 11 books challenged or banned in 2018](#), according to the Office of Intellectual Freedom, were due to LGBTQIA+ content. Not only is this a clear instance of biased censorship but it is also explicitly homophobic. As a society many would believe that we are passed such explicit discrimination. However, the endorsement of the practice of censorship seems to be allowing such discrimination to endure. In order to stop this dangerous practice we must be willing to take an all-encompassing opposition against the practice of censorship on school campuses.

The parents, who it typically is, that challenge literature would argue that some ideas in literature can be dangerous and corrupting. They cite sexual content, religious opposition, opposition to authority and offensive language as being unacceptable. In fact, according to the Office of Intellectual Freedom, one of the top reasons cited for challenging a book is that it is '[unsuited to any age group](#)'. This would suggest that they wish these books not only to be banned in schools but perhaps nationwide. Whilst I certainly oppose the challenging and banning of literature in school environments, it seems like an even more severe step against freedom of speech to even consider a nationwide suppression. Just because some books contain dangerous content, does not mean that the reader of these books will implement the dangerous ideas into their actions.

Perhaps, a greater question for censorship is who has the greater right to decide what children are exposed to: parents or the government? However, I would argue that it is not, in fact, the government deciding what a child is exposed to when campuses are censorship-free but, instead, the child itself. I believe that by outlawing the censorship of literature on campuses, children will finally have the ability to form their own opinions of the world without biased, external influence.

And, if we allow a precedent of being able to ban literature from schools, it won't be long before news content is blocked. And, considering the vast opposition to fake news and biased, targeted news, as we saw in the Facebook/Cambridge Analytica scandal, this is not a direction we want to head in. Who should decide what we can and cannot see? A Republican? A Democrat? A Communist? There is no way for censorship to exist without biases and a robbing of our right to an

unbiased education and freedom of speech, and the longer we allow it, the deeper the issue could become.

## On-Demand Writing 2

Dear Airline Company Community,

It is our goal every day to ensure that every employee and every customer feels comfortable, safe, and respected. After becoming aware of an incident involving one of our employees and Mr. Johnson who was unfairly treated and then arrested, it has come to my attention that these goals were broken.

I would like to apologize to Mr. Johnson and you, the community, for these actions as this incident shows that I personally have not held our mission to a high enough standard. Our airline company in no way supports these actions, and this in no way represents the morals of this company. I apologize to the many of you I'm sure are frustrated or may even have lost trust in us and our mission. However, know that the employee involved in this incident has been relieved of her job, and we will take forth efforts to make sure an incident like this does not happen again.

Firstly, we are increasing the rigor of our employee application process. In addition to removing the charges stemmed on Mr. Johsnon, we are also personally working with him to understand where we went wrong and how we can improve for the future. Our mistakes will not go unresolved, and we hope you will keep your trust in us as we move forward to improving Airline Company,

Thank you,  
Name of CEO

# Supporting Documents / Metacognition

## Justicatory Genre

### Pre-Outline and Post-Outline

**Proposition:** The Beatles would not be as popular if they released music today instead of the 1960's

Audience: This is mainly a refutation against the 2019 movie *Yesterday* that implied that the Beatles would have equal popularity and influence if they were to release music today. Given this, my audience would primarily consist of those who watched this movie. Presumably, people who would watch this movie includes those who are interested in the Beatles and who enjoy listening to their music.

**Genre:** A 750 word editorial in the music blog Pitchfork

Motive of Author: As someone who is interested in cinema and music, *Yesterday* was shaping up to be a perfect choice for a person like me to see. However, the big problem with this movie ended being a distraction from the movie as a whole. In addition, I am motivated to write this piece with the hopes that it can be published in Pitchfork.com.

**Motive of Reader:** Someone who watched *Yesterday* and didn't find this plot hole, or someone who is just interested in the Beatles may be interested in reading such an article to gain a better understanding of the relationship between music, the music industry, timing, and location.

**Author's Goal:** Therefore, I hope by presenting some key features of the Beatles and some history to refute the movies main premise.

**Author's Plan:** To show the readers different reasons why the Beatles would not be as popular today, both with concrete evidence and hypothetical situations.

**Rhetorical Strategies:** Rhetorical strategies include having hyperlinks to different types of music to allow for comparing and contrasting. In addition, as this article would be published in Pitchfork, including an anecdote would be appropriate for this type of article.

## Post Outline

- Paraphrase of Proposition:
  - The Beatles would not be as popular if they released music today instead of the 1960's.
- P1: Paragraph one briefly introduces background of the Beatles and hints about argument
  - Function: 1 premise
  - Revision: General grammatical editing
- P2: Paragraph two points states argument and introduces is as somewhat a counterpoint to the 2019 movies *Yesterday*.
  - Function: 1 premise that leads to proposition
  - Revision: General grammatical editing
- P3: Paragraph three points out that the relationship between music and image
  - Function: 1 Reason
  - Revision: General grammatical editing
- P4: Paragraph four connects the Beatles image to the standard of image today
  - Function: P3 reason continued
- P5: Paragraph five points out the unsustainable business model that the Beatles have in today's world
  - Function: 1 Reason
- P6: Paragraph six refutes 2 counterarguments: there exists today artists who don't tour and what if the Beatles created more modern music instead of the ones in the 60's
  - Function: Support for P5
- P6: Paragraph six briefly points out the change in musical change since the 60's.
  - Function: 1 Reason
- P7: Paragraph seven makes a counterargument that could be potentially made against P6 reason
  - Function: Support for P6
  - Revision: The counterargument is now its own paragraph
- P8: Conclusion
  - Revision: Less emphasis is made on *Yesterday* to make it clear that this article is about the Beatles and music rather than a critique of the movie *Yesterday*.

## Early Draft

The Beatles are timeless - or at least that's what I hear from pretty much everyone who has listened to them. Coming up at almost 50 years since their final album *Let It Be* was released, the Beatles still remain relevant in today's society. However, just because they are timeless, doesn't mean that they could have existed at any time. As a Beatles fan myself, I like many were intrigued when the 2019 movie *Yesterday* was released. Jack Malik wakes up one day to find himself to be the only one who knows who the Beatles are. He quickly transitioned from a failing artist on the brink of giving up to the world's most famous musician. The movie itself is light-hearted and doesn't really go in depth on many of the ideas presented. While the movie implied that the Beatles would have been at least as popular if they released music today instead of the 60's, I on the other hand, thought just the opposite. If the Beatles released the same songs in the same order, they would not gain the same popularity today.

The popularity of music is not solely dependent on the quality of music written. Music also encompasses the visuals. During the early 1960's, the Beatles were symbol of teenage rebellion. For example, the Beatles famous bowl haircut became a direct association between youth rebellion and their music, and was one of the many factors that influenced Beatlemania in the 1960's. In the late 60's when they transitioned to a psychedelic soundspace, their bright outfits of *Sgt. Pepper's* became a staple of 1960's fashion. As the Beatles producer, George Martin says, "I thought their music was rubbish." The reason George Martin ended up signing them was due to their "wonderful charisma" and their "their sense of humor." These same concepts apply today. Take a look at many rappers in the mumble rap scene today and the connection becomes evident. Lil Pump's Gucci Gang wasn't just widely popular because of its musical brilliance, but rather the song in tandem to his personality, his face tattoos, and social media made him a symbol of rebellion, which listeners could grab on to. In today's society, the clean cut Beatles is no longer considered rebellious. Their bowl haircuts and suites to many are too outdated and formal.

One of the reasons the Beatles were so successful was because they were at the right place at the right time. Given that the early Beatles' image was so heavily tied to their music, they attempted to shift away from this perception by stopping their tours completely in 1967 in order to focus on composing music that tested their abilities as musicians. However, in the digital age of music, this is not a sustainable approach. According to the Financial Times, since 1986 concert revenues have increased six times while music sales (via a purchase of an MP3, CD, or other forms) have decreased to a fraction of what they used to. In the age where musicians make the majority of their revenue by tours, simply cancelling all future tours isn't a sustainable business model. Secondly, today's most popular music consists of hip-hop and pop music, filling up 30% and 38% respectively of all spots on the Billboard Hot 100 in 2014 compared to Rock's fraction of a percentage. In addition, while Rock used to be the centerpiece at music award shows like the Grammys, they are seldom acknowledged at the actual event, in order to make room for more popular genres like Hip-Hop and Pop. Some may argue that the Beatles are in fact a form of Pop music and therefore would be a contender for these awards. However, while the music they created early in their career was considered pop of the time, the two guitar, one bass,

and drum ensemble is rarely seen in today's Pop music. Instead, Pop music today consists mainly of synthesizers and sampled drums.

Contrary to *Yesterday*, in today's climate, the Beatles would simply not survive. Their image is simply not the image that many youths are attracted to today, and its roots are deeply imbedded in the 60's. Despite being an aural medium, music as a whole is tied heavily with the visuals. By having *Yesterday*'s Jack Malik receive the same amount of fame for creating the music, we are belittling the importance of the other aspects that make music so pervasive and unique.

## Model Used for Justificatory Genre



## Remembering Juice WRLD, a Young Rapper Who Was Only Getting Started



Juice WRLD (Photo by Erika Goldring/WireImage).

BY: ALPHONSE PIERRE / 20 HRS AGO

RAP

For a rapper whose songs were so bleak, Juice WRLD never felt like a dark figure. Out of context his lyrics are grim, sure, but on his breakout 2018 single, “Lucid Dreams,” his



vocals and Nick Mira's production had this glossy pop sheen that didn't make me feel obligated to engage with it as "emo" or "sad" rap. "You left me falling and landing inside my grave/I know that you want me dead," he rapped in the song's lone verse. "I take prescriptions to make me feel a-OK/I know it's all in my head." Sometimes I would poke fun at the melodrama of a line before appreciating the clarity of the very next. That experience is what separated him from a pack of rappers on SoundCloud writing similarly painful and melodic rap.

Juice WRLD blurred the lines, his singsongy, piano-driven hip-hop about heartbreak and pain—and the drugs that numbed that heartbreak and pain—never felt like the work of a character, but a rapper who turned his personality up to 100. It makes sense once you remember that Juice WRLD, born Jarad Higgins, was a Chicago rapper at heart. Since Chief Keef emerged with "Bang" in the early '10s, the city's rap has prided itself on being rooted in reality. His reality was just sometimes a little cartoonish. It quickly found a waiting audience. In two years, Juice WRLD went from a SoundCloud phenom to one of hip-hop's most visible stars. His ascent was because of two reasons: His sharp sing-rap vocals that genuinely blended his biggest influences of drill, Future, and pop-punk, and his lyrics, which were like the oversharing rants that most teenagers would post (then quickly delete) on social media. That made Juice WRLD relatable, even if you weren't in his exact situation. As candid as Juice WRLD was, though, I still felt like I was just getting to know him, until he shockingly died earlier today at 21 years old.

In the two years that Juice WRLD was in the public eye, he didn't have a very traditional arc. There was never that moment where he felt like the underdog, someone only known by a tight-knit group of fans desperate to guard their discovery. No, to many, he might as



well have dropped out of the sky with a billion streams. Within a calendar year, he was managed by drill pillar Lil Bibby, had multiple videos directed by Cole Bennett at a moment when his YouTube channel was instantly elevating rappers, and had dropped a collaborative album with Future. There was definitely some skepticism about his immense and sudden popularity. But that narrative began to shift as his music became more fleshed out. At the time of his death, his reputation in rap was almost universally appreciative. In the spring of 2018, Juice WRLD released his debut album, *Goodbye & Good Riddance*. The album had its good and bad—“Armed and Dangerous” might be his best song—but it’s an album notable for being the moment he established his singular voice. You could no longer say he sounded like anyone on SoundCloud—they sounded like him.

For me, that lightbulb went off at the end of 2018. As his music began to veer in a more pop direction, he went out of his way to remain firmly aligned with hip-hop. No matter how much he sang like a lost blink-182 frontman, his foundation always remained drill music. His feature on G Herbo’s “Never Scared” is essential. A pair of one hour long freestyles on Tim Westwood TV are some of the few moments in his career where the curtains peel back, and he’s in his zone, letting the bars rip with a smirk on his face.

Early in 2019, Juice WRLD released his imperfect, if larger in scope, second album, *Death Race for Love*. It’s a versatile album, unreliant on anything other than his emotionally complex lyrics. Sometimes, like he always has, he reminds you of his very real dependence on drugs, and at the same time he’ll bring out this ironic humor that’s corny and fun that only he could ever get away with because that voice is just so damn good. *Death Race for Love* felt like the beginning. He was understanding his voice, one that he never really got the chance to solidify. Juice WRLD’s story wasn’t supposed to end in 2019, that much is clear. It’s hard to not get lost imagining what he could have done instead of thinking about



the chance to solidify. Juice WRLD's story wasn't supposed to end in 2019, that much is clear. It's hard to not get lost imagining what he could have done instead of thinking about all the music he made while he was here. That's a problem we shouldn't ever have to confront when looking through the catalog of a 21-year-old. Yet here we are, again.

ARTISTS IN THIS STORY

[Juice WRLD](#)

TAGS IN THIS STORY

[RIP](#), [Obituary](#)

## Classmates' Peer Reviews of Justifactory Genre

### Instructor Reviewer

Lawrence Abbott

#### **Propositional Content**

2 — Partially meets expectations

*The proposition is clear at the end of P1, but is this really about the Beatles reincarnated, or about the film Yesterday?*

#### **Invention**

2 — Partially meets expectations

*You have a sustainable point of view, and you tap into good reasoning. In my opinion, one of the best points of your argument, mentioned at the very end, is underdeveloped. I see the heart of the weakness as an uncertainty about what your actual argument is. Is this a general opinion about whether the Beatles could repeat their success today, or is it a critique of the film Yesterday? My advice is to take a very close look at the sample articles from Pitchfork and see how they construct lines of reasoning. You have to really understand what you want to argue and how to do it.*

#### **Rhetoric**

2 — Partially meets expectations

*No title or other textual features of a Pitchfork article. Rhetorically, this is argued like a school essay: long paragraphs and a straightforward line of reasoning that obscures the uncertainty of what relevance you're trying to draw from it. The last sentence of the piece suggests an argument that is quite different from where you started, and I actually think it has more potential as an interesting argument.*

#### **Genre**

2 — Partially meets expectations

*Right now this is struggling, as noted above, and it isn't looking like the text of a Pitchfork article.*

#### **Presentation**

2 — Partially meets expectations

*The language is carefully handled. But this should have a subtitle, byline, etc, not to mention possible titled section.*

#### **Aesthetics/Reading Experience**

3 — Mostly meets expectations

*I feel that this argument has a lot of potential, but the form of the argument and rhetorical features need to be worked out.*

#### **Weighted Average**

C+

## Peer Reviewer

### Ava Dove

#### **Propositional Content**

4 — Meets and sometimes exceeds expectations

*Your proposition (that the Beatles would not be as popular today as when they originally released their music) was stated early and clearly. I think the line of reasoning was logical and included a lot of evidence which was effective at persuading the reader to agree with your opinion.*

#### **Invention**

4 — Meets and sometimes exceeds expectations

*Overall, I think the level of invention in the op ed was pretty good. I like all the explicit links to your research from your lit review (such as the sgt. pepper reference or the importance of bowl haircuts at the time)*

#### **Rhetoric**

4 — Meets and sometimes exceeds expectations

*It seems like you're trying to get this article published in pitchfork.com. I'm personally not familiar with that website but I think maybe a small introduction of who the Beatles are (~4 words nothing big) just to clarify that.*

#### **Genre**

3 — Mostly meets expectations

*There didn't seem to be a title or subheading so I think that would make this more similar to a traditional op ed. Additionally, you could add a small 1-2 sentence paragraph giving a bio for the author (though this also depends on the format/style of the publication chosen).*

#### **Presentation**

2 — Partially meets expectations

*Although the tone matched that of an opinion editorial, the format seemed more like an essay. In order to make your op ed conform to standard op ed structure, I would change it to be shorter paragraphs and take out the indentation at the beginning of paragraphs.*

#### **Aesthetics/Reading Experience**

3 — Mostly meets expectations

*This read pretty well, except as mentioned earlier it was formatted similar to an essay more so than an op ed. Otherwise your line of reasoning was clear and your evidence was apt. I also really like your ending sentence. To make this stand out, I would make it its own paragraph. The only other thing is that there are a few spelling/editing errors, but in general those do not impede the reader's understanding of the content.*

#### **Weighted Average**

A-

## General Comments

*Good job!!*

## Peer Reviewer

Jillian Neuner

### Propositional Content

3 — Mostly meets expectations

*Your proposition could use some clarification/rewording. I would add the clause "but in today's music culture" or something to show the context/time frame of your argument. Overall, I think your points support your argument well. Only in paragraph 3 do I start to see a tendency to veer away from specifically discussing the Beatles. I think you might want to tie some of the ideas back to the Beatles more to really reinforce your proposition.*

### Invention

4 — Meets and sometimes exceeds expectations

*I think this topic is very interesting and appeals to a lot of readers. You did a great job of offering your own personal insights, often utilizing personal pronouns for emphasis. I can really hear your voice as a manifestation of your own beliefs regarding the Beatles' prominence within certain historical contexts. Very intelligent and creative work!*

### Rhetoric

3 — Mostly meets expectations

*I think your piece is very accessible to a wide audience; you do a great job of balancing between a professional tone and adding hints of your own voice and opinion. Additionally, I believe your piece was persuasive and supported your proposition well. Again, the lack of persuasiveness starts to rear its head in the third paragraph when you veer away from your intended propositional content. However, I think this is easily fixable by directly linking your assertions back to the proposition and what it says about the Beatles.*

### Genre

3 — Mostly meets expectations

*This is definitely a justificatory argument, and your main reasons/evidence really work well to support your proposition. As I said before, your third paragraph starts to stray away from the proposition a bit, so I would try to make it a bit more focused.*

### Presentation

2 — Partially meets expectations

*Make sure to incorporate a title, hyperlinks (when applicable), and some sort of author's bio if your publication utilizes those. Additionally, I noticed some typos and grammatical errors. You might benefit from reading this piece out loud and changing any sentences that sound a little awkward or are worded in a confusing way.*

### Aesthetics/Reading Experience

4 — Meets and sometimes exceeds expectations

*I found this article to be extremely interesting and creative. I had never thought of this idea before, and your own unique position was very interesting to comprehend and consider. You did a great job of engaging the audience by connecting this topic to our current society in the form of mentioning the movie Yesterday. Nice work!*

### **Weighted Average**

B+

### **General Comments**

*I just mentioned some quick fixes above, which I think will make the op-ed much more clear and persuasive. Overall, you have some really creative and insightful work here. Nice job, Sachin!*

## **Peer Reviewer**

Mia Bezar

### **Propositional Content**

4 — Meets and sometimes exceeds expectations

*You have a very clearly stated and interesting proposition that comes at the end of your first paragraph. The scope of your first paragraph appropriately goes from broad to narrow, and you do a really good job of giving sufficient background information to understand the proposition in context.*

### **Invention**

4 — Meets and sometimes exceeds expectations

*You have a really unique proposition, which automatically sets up the invention of your piece really well. Throughout the piece, you make different interesting points about why the Beatles would not be as successful today that I would not have thought of before reading the piece. Another key aspect of this part of your piece is the fact that you write through the lens of the movie "Yesterday", which makes for even more specific and unique ideas and reasons to support your proposition.*

### **Rhetoric**

4 — Meets and sometimes exceeds expectations

*You give a good amount of background in your opening paragraph about "Yesterday", and you do a really good job of giving background about the Beatles throughout. This works for your target audience, who would presumably have a fairly good knowledge of the subject, but it also opens up the piece to readers who do not know as much about the subject.*

### **Genre**

3 — Mostly meets expectations

*From your tone and proposition, you definitely understand the genre pretty well, but some aspects of your work could be improved to further this. For example, I think that you could definitely benefit from having shorter paragraphs in order to keep your reader more engaged. I definitely noticed some natural transitions within paragraphs, so this would not be too difficult to implement.*

### **Presentation**

3 — Mostly meets expectations

*I only noticed a few minor grammatical issues, but nothing major. Sometimes, you go from longer sentences to shorter, choppier sentences, which sometimes makes for a reading experience that flows less, so I would change around wording in a few spots as well maybe after breaking up your work into more paragraphs.*

### Aesthetics/Reading Experience

3 — Mostly meets expectations

*This was a very interesting piece to read overall, but I think by having shorter paragraphs you could make your work much more dynamic and engaging. Also, I think that it's good how you use examples of modern successful musicians, but maybe try to incorporate a few more to make the piece connect to the reader more.*

### Weighted Average

A-

### General Comments

*Overall, this is really well done and interesting! My biggest suggestion would be to make your longer paragraphs into more shorter ones. I think that this is a small change that will make a huge difference in how your readers engage with your work.*

## Instructor Reviewer

Lawrence Abbott

### Propositional Content

3 — Mostly meets expectations

*The proposition is clear, and the line of reasoning supports it well. I just don't think you prove that "they simply wouldn't be able to survive in today's climate" (see Invention).*

### Invention

3 — Mostly meets expectations

*This has made good strides since draft 1. You now have a comprehensible argument that I think is well targeted to Pitchfork readers. You make a very good case that the popularity depicted in the move simply wouldn't happen today if that fantasy scenario could actually come true. The weakest link of the article, I think, is that it implies that the Beatles didn't have real top notch talent but were simply a product of the times. Your readers of Pitchfork would push back against that implication. It would help to acknowledge their timeless talent while indicating that they wouldn't have produced those particular songs. That would be an inventive revelation, one that the movie totally missed: that the Beatles music of today would be totally different.*

### Rhetoric

3 — Mostly meets expectations

*Opening visuals and layout are very good, very like Pitchfork. Voice and pacing seem right. You cite some info with hyperlinks, but other info toward the end is uncited. In P2, it would be more appropriate to refer to what happens in the movie in the present tense. In an article like this, 'some may argue' is too hypothetical. You need to cite a real source of the opposing view.*

## Genre

3 — Mostly meets expectations

*This has the look and feel of a Pitchfork article. Your choice of the butcher cover, while it doesn't have any direct connection to the argument, is at least eye catching. I think overall you're speaking to the Pitchfork readership with a relevant message, especially as it builds out of a discussion of the new movie, but you still need to do more to acknowledge the musical talents of the Beatles.*

## Presentation

4 — Meets and sometimes exceeds expectations

*Overall well crafted. In P3, I think you mean "signed them."*

## Aesthetics/Reading Experience

3 — Mostly meets expectations

*You have an original argument that i believe would be of real interest to this audience; it just needs to further development. It might be of interest to you to know that when Sgt Pepper came out, along with their new haircuts and clothing after a period when they weren't seen by the public, it didn't go over well with fans. There's a great video on Youtube in which Dick Clark interviews kids after they've watched the Strawberry Fields video, and it didn't go over well.*

## Weighted Average

B+

# Peer Reviewer

Victor Swezey

## Propositional Content

3 — Mostly meets expectations

*Article clearly and effectively presents proposition, with a clear set of reasons to back it up. Though I personally found some of the arguments questionable, evidence to back them up was relevant and compelling.*

## Invention

3 — Mostly meets expectations

*Though I was not personally sold by the argument, it was definitely novel and creative, which deserves points in the "invention" category. With that being, I am not sure of the relevance to of this argument to the field of music critique or the music industry. Conclusion definitely needs to be expanded to include more about the implications of the argument because currently it seems*

*like the whole point about the Beatles is being made merely to say that music is a product of its time. While this is definitely true, it seems obvious and an unworthy end to the article.*

## Rhetoric

2 — Partially meets expectations

*Though the evidence to back up all of the points is solid, I find some of the points themselves to be somewhat simplistic. Saying that the Beatles would not have been able to succeed because they would have had to keep touring to stay afloat seems plain false. Some of the most respected artists of our day like Frank Ocean almost never tour, and they are revered precisely because they put so much time into their music. For the point about rock music not being as popular as it was, this seems like an unnecessary oversimplification. The Beatles were clearly a product of their time—I don't think anyone is trying to argue that they were not.*

## Genre

3 — Mostly meets expectations

*With a clear lede, proposition, a well-defined set of arguments, and evidence, piece conforms well to the standards of the op-ed genre. Conclusion needs to be more developed in order to touch on greater significance of argument being made. In addition, whether they would be considered "rock" or "pop" does not seem like the most important counterargument to me.*

## Presentation

3 — Mostly meets expectations

*In general, article is well proofread and does not contain too many mistakes, but there are a few here and there, so it is definitely worth looking back over. Lede could be rephrased to make its point much more clearly. Music genres do not need to be capitalized. Also, would benefit from more formatting to make the article more professional looking.*

## Aesthetics/Reading Experience

2 — Partially meets expectations

*Though the argument made was supported with evidence, I failed to see its relevance in the music world. I find it to be self-evident that art that was popular when it was created would not be considered so innovative now. Van Gogh would not be considered a great artist now because impressionism has been done already; the Sex Pistols would not be seen as so original because punk has largely come and gone; etc. The reasons were revolutionary at the time they existed, and that's what makes them legendary.*

## Weighted Average

B

## General Comments

*Though the article proves its point fairly well, I struggle to see what the importance is of the point itself. I think in this respect some more context and an expanded conclusion would go a long way.*

**Peer Reviewer**  
Yasmine Mezoury

## **Propositional Content**

4 — Meets and sometimes exceeds expectations

*I really like the points you make throughout your article. I think the line of reasoning flows clearly and I like that you based your argument off of the "Yesterday" film. I think it makes your argument relevant and it also grounds your argument. I think all of the examples you use make sense and connect to your proposition. Good job!*

## **Invention**

4 — Meets and sometimes exceeds expectations

*I really like the examples you use and I think they are pretty unique. I like that you included examples about Lil Pump and the Grammy's, which make your argument more relevant. My favorite part, though, is when you talked about sustainability in terms of revenue and when you cited the Financial Times. I think that was a really clever and unique argument that I definitely have never heard before. Usually, when people discuss whether past artists would be popular today, they mention cultural trends, but they never mention money, so I think that was very inventive.*

## **Rhetoric**

3 — Mostly meets expectations

*I think your line of reasoning flows nicely and all of the examples you cite seem very relevant, however, I think your article would benefit if you elaborated more on these points. I feel like everything you said is good and makes sense, but you lose some of the persuasiveness because I found myself expecting you to elaborate more. I think your article would be more effective in persuading readers if you end up developing upon your points in greater detail.*

## **Genre**

4 — Meets and sometimes exceeds expectations

*I think this article reads like a typical article from your publication and I really like the cover photo. I think you chose a good publication because your piece seems to match with your readership. I think it would be cool if you added more photos throughout the article though and I think it would fit in more with other articles on the website if you did that.*

## **Presentation**

3 — Mostly meets expectations

*There are a few grammar mistakes in your op-ed. Specifically, there are some issues with tenses, and unnecessary addition of articles (like "the"). Also, watch out for commas (I think you're missing some). One example is, in the first sentence of the second paragraph you say "...I like many were intrigued..." I think instead it should be "...I, like many, was intrigued..."*

## **Aesthetics/Reading Experience**

3 — Mostly meets expectations

*I like the examples you use and I really like your argument, but I feel like the grammar mistakes somewhat detract from your article's enjoyability and persuasiveness. I think it would help to read it out loud to notice the mistakes more or to have someone else proofread it for you.*

## **Weighted Average**

A-

**General Comments**

*Great job! I think your points were really unique and once you make some minor changes it should be great!*

## Multiple Review of Classmates' Work

### Reviewer

Sachin Katyal

Submitter: Mia Bezar

#### Propositional Content

Meets and sometimes exceeds expectations

*Your proposition's and reasons are very clearly stated and proved throughout the piece.*

#### Invention

Meets and sometimes exceeds expectations

*Really interesting! In today's context I've often heard of the importance of reading articles with opinions that differ from your own, and I think this article puts it into a different context which is very interesting.*

#### Rhetoric

Mostly meets expectations

*For the most part, you do keep your reader in mind. For example the question you ask at the end of the second paragraph is more informal which is appropriate for publications like Vice. However, there are just some sentences that don't really seem sophisticated enough. For example, "and for that reason, they should not be banned." It just seems a little like your hand holding your audience, which doesn't need to be done since they are millennials.*

#### Genre

Mostly meets expectations

*Just scrolling around articles on Vice, many of the articles seem to have a subheading, so it might be something you should include.*

#### Presentation

Mostly meets expectations

*Just some minor grammatical errors. I also think incorporating links to your sources would be something helpful for your readers.*

#### Aesthetics/Reading Experience

Meets and sometimes exceeds expectations

*I really enjoyed reading this! I think it is especially relevant today where as a society we are becoming more polar to understand the importance of confronting the opposition.*

#### Weighted Average

A-

#### General Comments

*Really great job. Really just minor things to fix here and there.*

## Reviewer

Sachin Katyal

Submitter: Ava Dove

### Propositional Content

Mostly meets expectations

*Good job with your proposition is clear. However, I think there is an imbalance between answering "why is this the case?" and "And what can we do about it?" I don't think the latter question is answered as in depth.*

### Invention

Meets and sometimes exceeds expectations

*Your topic is very interesting. I think you do a good job of balancing formal and informal voice in appropriate places.*

### Rhetoric

Meets and sometimes exceeds expectations

*Based on your graphic, your short bio at the bottom and the subheading, you clearly know your audience, and are tailoring your piece to them. Great job!*

### Genre

Meets and sometimes exceeds expectations

*You do a great job of presenting this as an article, and all the elements in it like the banner image, the subheading and asking questions.*

### Presentation

Mostly meets expectations

*There are just some minor grammatical mistake here and there. For example, even though this is more of an informal piece, I don't think you should start a sentence with "And."*

### Aesthetics/Reading Experience

Mostly meets expectations

*I think that banner makes the first paragraph harder to reader since the image cuts off a portion of the text. So you may want to work on rescaling it.*

### Weighted Average

A-

## Reviewer

Sachin Katyal

Submitter: Jillian Neuner

### Propositional Content

Meets and sometimes exceeds expectations

*Proposition is well state and the reasoning and evidence strongly support proposition. You also do a good job of introducing the topic from a high level then narrowing it down to your proposition in your first paragraph.*

### **Invention**

Mostly meets expectations

*This may just the formal style of Op-Eds in The Business of Fashion, but your voice is not really heard throughout the piece. I think your formal writing style in contrast with some informal tendencies, like using contractions, doesn't make it 100% clear what type of piece this is suppose to be.*

### **Rhetoric**

Meets and sometimes exceeds expectations

*This may just the formal style of Op-Eds in The Business of Fashion, but your voice is not heard as much as could be throughout the piece.*

### **Genre**

Mostly meets expectations

*Really good job recreating an Op-Ed from The Business of Fashion including the subheading and bolding the city this article was written in. It's evident that you paid very close attention. I would consider a counter argument. There are studies conducted that show that Gen-Z are more frugal and experience oriented over Millenials. If this is where the mindset of society is headed, do you think we need to make any changes in consumerism?*

### **Presentation**

Mostly meets expectations

*Other than minor grammatical mistakes, it is very clean and polished.*

### **Aesthetics/Reading Experience**

Meets and sometimes exceeds expectations

*Really enjoyable to read. You have a lot of interesting insights.*

### **Weighted Average**

A-

## **Reviewer**

Sachin Katyal

*Submitter: Victor Swezey*

### **Propositional Content**

Meets and sometimes exceeds expectations

*Your proposition is clear and is consistently supported throughout the piece.*

### **Invention**

Meets and sometimes exceeds expectations

*I really like this unique take on fighting climate change. Good job!*

### Rhetoric

Mostly meets expectations

*There are just a few places that creates some ambiguity. For example, in your first sentence you mention how all these people each took their own private jet to talk about climate. Was the purpose of mentioning this to just simply paint a picture, or are you emphasizing the hypocritical acts done by them. If the latter, I think you should emphasize that idea.*

### Genre

Mostly meets expectations

*I definitely see what your going for in terms of voice and tone. I understand that there is also a lot voice of a lot of Vice articles, but I think in the last paragraph especially when your trying to bring your point across to your audience one last time, I think it would be best to cut out at some of your jokes. I think it could be seen as distracting and at this time in the article, you want to make sure argument is as clear as possible.*

### Presentation

Mostly meets expectations

*Just some grammatical mistakes here and there but nothing major. For example, even though this is more of an informal piece, I don't you should start a sentence with "So".*

### Aesthetics/Reading Experience

Meets and sometimes exceeds expectations

*Really good job with the formatting of the article. It looks very professional and straight out of Vice.*

### Weighted Average

A-

## Reviewer

Sachin Katyal

*Submitter: Yasmine Mezoury*

### Propositional Content

Meets and sometimes exceeds expectations

*You have a clear proposition, and your line of reasoning supports that.*

### Invention

Mostly meets expectations

*While reading, I couldn't help to think about Germany. There is zero tolerance for anything Nazi related- no movies are allowed to reference them and there are certainly to statues of Adolf Hitler. I think you should consider at what point would we remove memories from America's past.*

## Rhetoric

Mostly meets expectations

*For your first bolded quote ("Instead of simply recognizing... "), it seems repetitive to have the quote right after the sentence you're quoting. I looked at some De Zeen articles and they don't directly transition from the sentence to the quoted sentence. You don't have this issue with your other quotes.*

## Genre

Meets and sometimes exceeds expectations

*It's very clear what magazine you are trying to imitate and you imitate it well. You clearly keep in mind your audience opting to focus on the architecture side of this argument rather than political.*

## Presentation

Mostly meets expectations

*Just some general grammar mistakes. For example in one of your quotes "they were specifically erected ..." you should indicate that there was text before it. For example "[...] they were specifically erected" or "... they were specifically erected"*

## Aesthetics/Reading Experience

Meets and sometimes exceeds expectations

*Really enjoyed reading this piece and it is one that is very relevant today. I think this provides a fresh look at the manner. Good job!*

## Weighted Average

A-

## Revision Plan 1

For my first draft, other than general mistakes like grammar, I clearly did not model this essay as a true justificatory piece. Rereading my essay, it seems more like a generic argumentative piece rather than a justificatory piece modeled after an article written for Pitchfork.com. For example, paragraphing seems to be a big issue. Just like during the process of writing my Literature Reviews, many of my paragraphs are too long, especially given the genre of this piece.

In addition, while the proposition itself has a clear argument, the actual body of information doesn't seem to have a clear direction. Specifically, it is not clear if this is actually a piece about music in relation to the band it comes from, or a critique on the line of reasoning of a movie. I need to decide which one I will focus on and also decide my ideal publisher based on that decision. As of now, I envision myself focusing more on the music side of this essay as I would not need to change publishers and therefore save myself from potentially reworking the tone and overall line of reasoning.

Finally, I do need to increase the robustness of my arguments. Right now, my reasons seem very thin and there are many arguments to be made against them. I need to decide which arguments to keep/ which arguments to change as well as address some counterarguments that need to be made.

## Revision Plan 2

I think the main thing I need to work on is focusing on different counterarguments. Some of my peer reviews have mentioned another counterargument or that my argument is not exhaustive enough. I think this can be accomplished in a few ways. Firstly, one of the counterarguments made to me by a peer was about current artists, like Frank Ocean, who still are managing to survive and be very successful without having to tour. I think addressing a point like this can make my business model argument more robust. In addition, a few other people have mentioned that the music style of the Beatles would change if they released music today. Currently, I am thinking of tying this together with the previously mentioned counterargument. The Beatles were known to, especially in the latter half of their career, to use the cutting edge technology whether it was the special effects on their guitars or the recording process. I think if they modernized their music style to be something more similar today, they could not also be able to push music forward because of the lack of funds they would have from not touring. After these changes are made, I think it's just a matter of polishing.

In addition, I don't think the particular article I found in Pitchfork is a good match for the article I am writing. I think the current model is more on the formal side and also longer in length. I need to find a shorter, more informal, and a more opinion-based model.

## Literature Review

### Pre-Outline and Post Outline

**Proposition:** *Sgt. Pepper's* brings in research from various fields, including music history, pop art, and youth culture, from researchers of various disciplines.

**Audience:** My readers would include scholars in the field and others interested in music, the Beatles, or the 60's. Also, musicians may find this helpful to understand how The Beatles pushed music forward to help them create and advance their own craft. As this is more of a niche topic, audience interest does have to relatively high. In addition, it is important that the reader has heard the songs on the album as well as have seen the cover in depth as many of comparisons require this background knowledge. As a student who plays an instrument, is interested in music, and regularly listens to the Beatles, I would fall into this audience.

**Genre:** Literature Review

**My Motive:** At the start of high school, my music tastes quickly evolved from radio pop music to 60's and 70's rock and roll. As some of my favorite bands consist of Pink Floyd, Led Zeppelin, in addition to the Beatles, and given that I play the electric guitar, my hobbies and music taste have become an integral part of my daily life. Given that *Sgt. Pepper's Lonely Hearts Club Band* is generally regarded as the greatest album of all time, I find it interesting to explore why many experts in the field of music find it to be the case.

**Motive of Reader:** Those who are interested in pop-art, music, or counter-culturalism would want to read this literature review. As this literature review covers a broad range of influences *Sgt. Pepper's* have on society, a reader would want to read this in order to gain a broader understanding of how artistic mediums can be far reaching.

**Author's Goal:** My goal is to merge studies done on the impact that *Sgt. Pepper's* had on society in the 1960's to show how one commodity can have such a strong impact and how it can draw many different types of researchers in. Showing it from a high level allows the importance of *Sgt. Pepper's* to shine, displaying that it's not just something you hear or look at.

**Rhetorical Strategies:** I will be organizing my literature review into 3 categories: musical contents, the album cover, and the influence on culture, fluid movement of influences (the evolving music influenced the new album cover; both of which influenced the culture of the time).

## Introduction

- Paraphrase of Proposition
  - *Sgt. Pepper's Lonely Hearts Club Band* has been extensively analyzed in the realm of music, album art, and cultural influence .
- P1: Paragraph one is an introduction to The Beatles, reminding the reader of research done on early Beatles. It then transitions to the research that has been done on *Sgt. Pepper's*.
  - Function: 2 premises that lead to a proposition
  - General grammatical editing

## Music

- P2: Paragraph two describes the many perspectives done on the influential musical aspects of *Sgt. Pepper's*, first starting with Galenson.
  - Function: 1 Reason
  - Revision: In an attempt to improve the paragraphing of this Literature Review, I have split individual sections into multiple paragraphs and briefly introduce the author's main argument at the beginning of each section
- P3: Paragraph three builds upon two by providing a technical perspective from Braganza
  - Function: Evidence to support Reason 1
- P4: Paragraph four builds upon 2 and three by providing a thematic perspective from Rose
  - Function: Evidence to support Reason 1

## Album Cover

- P5: Paragraph five describes the many artistic perspectives researched on the album art of *Sgt. Pepper's*, starting with Etlinger and Borem
  - Function: 1 Reason
  - Revision: Same as previous section's revision
- P6: Paragraph six described the influential perspective researched on the album cover of *Sgt. Pepper's* by Inglis
  - Function: Evidence to support Reason 2

## Cultural Influences

- P7: Paragraph seven describes the contradicting perspectives that *Sgt. Pepper's* created in the 60's, starting with the dividing perspective.
  - Function: 1 Reason
  - Revision: Same revision made as mentioned in the previous section
- P8: Paragraph eight describes the perspective that *Sgt. Pepper's* created unity in the 60's.
  - Function: Evidence to support Reason 3

## Conclusion

- P5: Paragraph summarizes the findings of the research papers and brings a broader perspective as to what the research means what this Literature Review contributes.

- Function: Conclusion

General editing of grammar

# Early Draft and Midterm Draft

## Early Draft

### The Current State of Research on The Beatles' Sgt. Pepper's Lonely Hearts Club Band

The Beatles are an unmistakable band in every way. The names John Paul George and Ringo are ubiquitous associated with The Beatles even in today's culture. Their evolution of clothing styles, iconic album covers, and not to mention their music transcended pop culture beyond just the 60's. Even after the peak of Beatlemania and into the time period when the Beatles stopped touring, The Beatles seemed to gain even more popularity than ever after the release of their most successful album *Sgt. Pepper's Lonely Hearts Club Band*. Being widely regarded as the best album of all time, it makes sense that extensive research by scholars have been done on this album on aspects of music, pop art, and youth culture.

In the realm of musical evolution, David Galenson goes in depth on contrasting *Sgt. Pepper's* with previous music in the 50's and early 60's. Galenson points out that music up to *Sgt. Pepper's* was created with the intention of providing entertainment, usually an uplifting medium to which people could dance. He argues that the Beatles turned music into a genre that could be analyzed: they provided "political discontents, spiritual elation, inviting an audience, not to dance, but to listen." He backs up this change in complexity through statistics. Galenson examines the lyrical complexity of *Sgt. Pepper's* compared to their previous albums. He finds that while *Sgt. Pepper's* only has 13 percent more words than 1964's *A Hard Day's Night*, it contains 75% more unique words. Galenson argues that this reflects their attempt to address different topics and genres of music. Phil Rose continues these ideas applying it in a broader context. He points out that *Sgt. Pepper's* created the first concept-album, a genre which every song is related to a broader theme, and pioneer of the genre of psychedelic rock. While, Galenson actively analyzes the various musical elements that made *Sgt. Pepper's* so unique, many other scholars, such Sarah Eltinger and Fausto Borem glance over these ideas. Though they acknowledge their revolutionary musical prevalence, it is usually done so in a sentence addressed in the abstract.

Instead, Eltinger and Borem shift their focus to purely on the album cover. The Authors points out that before *Sgt. Pepper's*, photos of band members (including bands other than the Beatles) took the forefront, taking stage in the center. This allowed the audience to associate the band with an "image", the authors argue. The Beatles were included in this - their unmistakable bangs and black suits became a staple in their image. The authors then transitions to the new changes in *Sgt. Pepper's*, pointing out that the juxtaposition between wax figures bearing their classic image next to themselves as members of the fictional band, *Sgt. Pepper's Lonely Hearts Club*, implied their dismissal of the link between music and image. The authors also points out that the band members are surrounded in a photo montage of seemingly social influences - from Bob Dylan, Karl Marx, and even Shirley Temple. The authors argue that identifying all of the people in the photo montage takes active scrutiny and analyzation. This, in turn, requires the

audience to take a position on the cover, rather than ignore it. The authors argue that this level of engagement elevates the status of the album cover from a mere commodity, as it was originally intended to be, to a work of art. However, both Gatenson and Rose only briefly mention the art. As Rose states, *Sgt. Pepper's* is “an unsurpassed adventure in [...] cover art by the greatest rock and roll group of all time.” The only overlaps in theme between these articles are only minor.

Though many authors have different approach in analyzing the influences, they all come to terms on the broader implications of *Sgt. Pepper's*. Author Phil Rose writes specifically about these influences. *Sgt. Pepper's* pioneered the psychedelic rock and admitted to the use of psychedelics during creation of the album. The author argues that their drug culture and the expression of such found every one the alum test the boundaries of expression. Rose points to lyrics such as “I get high with a little help from my friends” and “I'd love to turn you on” point to their lack of reluctance in their expression. This is in turn, he argues, led to the phrase “generational gap,” a term used to describe a cultural barrier between older and younger generations. Similarly, Galenson argues the same occurrence of a divide between higher and lower culture, caused by the sudden change in musical style. However, Sarah Etlinger and Fausto Borem argue that the revelation in pop art instead merged these high and low culture stating, “the Beatles can be seen as instruments for challenging and dissolving traditional and restrictive categories.” Even when these scholars are writing about the same topic, that have differing opinions.

While each of these scholars are pointing out influences from an album made by The Beatles, as the lack of overlapping material implies, the articles aren't really about the Beatles. They are about the Golden Age of Music, evolving pop art, and counterculturalism in the 1960's respectively. The fact that *Sgt. Pepper's* is the only real connection between these articles speaks depth to the influence that each of the themes had on society. This in turn speaks to the wide-reaching and deep influences the album had; *Sgt. Pepper's Lonely Hearts Club* is the greatest band of all time.

Work Cited

Etlinger, Sarah A., and Borém Fausto. "Além Da Música: Repensando Sgt.Pepper's Lonely Hearts Club Band." Per Musi, UFMG, 2014,  
[http://www.scielo.br/scielo.php?script=sci\\_arttext&pid=S1517-75992014000200007&lng=pt&tlang=pt](http://www.scielo.br/scielo.php?script=sci_arttext&pid=S1517-75992014000200007&lng=pt&tlang=pt)

David W. Galenson (2009) *From "White Christmas" to Sgt.Pepper: The Conceptual Revolution in Popular Music*, Historical Methods: A Journal of Quantitative and Interdisciplinary History, 42:1, 17-34, DOI: 10.3200/HMTS.42.1.17-34

Phil Rose (2014) *Love is All You Need: Why There Will Never Be Another Beatles* ResearchGate

## Midterm Draft

### The Current State of Research on The Beatles' Sgt. Pepper's Lonely Hearts Club Band

#### Introduction

The Beatles' influence can still be seen in society today, with the box-office hit *Yesterday* (2019) being just one of the many examples. As a result, research on this band is extensive. A sizable portion of the research consists of the early years of the band including their impact on the British Invasion, Beatlemania, and even their revolutionary hair styles. However, later in their career, The Beatles found themselves diverging away from their classic image and sound. Replacing their black suits were the bright ensembles that became associated with the 60's (*Beyond the Music*). This transition came simultaneously with the release of their radically unique 1967 album *Sgt. Pepper's Lonely Hearts Club Band*. Widely hailed as one of the greatest albums of all time (*From "White Christmas"*), the goal of this Literature Review is to shed light on the depth of research that has been conducted on this album in order to emphasize its importance in society. Given *Sgt. Pepper's* broad influence, it has been approached by a variety of researchers on different aspects of the album including music, cover art, and cultural influences.

#### Music

Given music is the main focus of the album, a substantial portion of research done on *Sgt. Pepper's* pertains to the depth of musical influences. David W. Galenson points out the unique musical complexities of *Sgt. Pepper's* by contrasting the music found in the album with music in the 50's and early 60's in his article *From "White Christmas" to Sgt. Pepper: The Conceptual Revolution in Popular Music*. Despite being a professor in the department of economics at the University of Chicago, he still manages to provide an in-depth analysis of the music. Given that his background is one that is usually associated with statistics, analysis, and concrete data, Galenson points out that while *Sgt. Pepper's* only has 13 percent more words than their 1964 album *A Hard Day's Night*, which is characteristic of much of the Beatles' early style of music, it contains 75 percent more unique words. In addition, "love" which occurs 53 times in *A Hard Day's Night*, occurs only 13 times in *Sgt. Pepper's* (*From "White Christmas"*). Galenson is able to extrapolate from this data that this change reflects their attempt to address different and more sophisticated topics and genres of music.

Rafael Braganza of the University of Americas Quito supports Galenson's argument and bring a more musically technical approach to the discussion, asserting that the band's use of technology was unique and resulted in complex sound. A professor in the School of Music, he states that *Sgt. Pepper's* was a pioneer in using "overdubbing" beyond just vocals, a process of adding instruments post production in a layering-like process. The Beatles used this technology to layer guitar effects, orchestral pieces, and more on top of their vocals (*Stoner Attitude*). Furthermore, he points out their use of special effects on their guitars was unlike many other bands of the time, such as "wah-wah, signal distortion, Fuzz and the Overdrive. [...] delay effects [...] reverberation [...] and modulation effects" (*Stoner Attitude*).

Phil Rose, professor in the Department of Communication and Media at McMaster University, builds further upon Galenson and Braganza's discussion by analyzing the music of

the album thematically. He points out that *Sgt. Pepper's* created the first concept-album, a genre in which every song is related to a broader theme, and the album was a pioneer of psychedelic rock, a genre that became widely popular in the late 60's and early 70's (*Love is All You Need*). Given the musical feats that *Sgt. Pepper's* was able to accomplish, researchers of varying academic backgrounds have been able to provide complementary perspectives on the musical impact of the album.

### **Album Cover**

Though musical influence makes up a substantial portion of research done on this album, the album art is another point of interest to scholars, due to its complexity and distinctive artistic elements. Sarah Etlinger and Fausto Borem, in an attempt to shift the focus of research away from the music, focus on the album cover in their 2011 article, *Beyond Music: Rethinking Sgt. Pepper's Lonely Hearts Club Band*. Etlinger, having a PhD in Rhetoric and Composition, and Borem, professor in the School of Music at UFMG, point out various aspects of the cover that made it so artistically influential. For one, the album invites the listener to deeply analyze and critique the cover. This is demonstrated by their use of photomontage, a newly popular artistic form where figures or objects are somewhat haphazardly put together. In addition, *Sgt. Pepper's* is also the first album to include all of the lyrics on the back cover. Given that The Beatles were going through aesthetic and musical changes, the authors point out the juxtaposition of wax figures bearing their classic image next to themselves as members of the brightly clothed fictional band, *Sgt. Pepper's Lonely Hearts Club*. This, in turn, implied their dismissal of the link between music and image. The authors argue that this level of viewer engagement elevates the status of the album cover from a mere commodity or an advertisement, as it was originally intended to be, to a work of art (*Beyond the Music*).

Just like Etlinger and Borem, Ian Inglis at Cambridge University also directly addressed the lack of research done on album art, stating the album covers are “rarely investigated” in his article ‘*Nothing You Can See That Isn't Shown*’: the album covers of the Beatles. However, while Borem and Etlinger point to the cover as a piece of art, Inglis builds upon their work by showing how the cover influenced a new wave of album covers by referencing The Beatles’ 1968 album *The Beatles*. Given *Sgt. Pepper's* cover was, as Etlinger and Borem point out, full of color and complexity, *The Beatles*, in contrast, was just the opposite - a blank white cover consisting of no elements other than their band name, aptly dubbed *The White Album*. Inglis argues that The Beatles chose this “radical” new way to package the album by quoting Barry Miles’ article *John Lennon in his Own Words*. *The Beatles* was not an artistic statement, but rather, ““a way of competing with lavish design treatments of most post-*Sgt. Pepper sleeves*” (Miles, 1997) (*Nothing You Can See*).

### **Cultural Influences**

Though different aspects of *Sgt. Pepper's* have been researched, authors are still able to tie their work to broader cultural influences. Phil Rose spends the majority of his journal on such influences. Given *Sgt. Pepper's* pioneered psychedelic rock, The Beatles admitted to the use of psychedelics during the creation of the album. As psychedelics, such as LSD, were heavily associated with youth culture, the author argues that this expression of drug culture tested the boundaries of expression. Given that Rose is an expert in communications, he points to the audacious and provocative lyrics in the album such as “I get high with a little help from my

friends" and "I'd love to turn you on" to support his argument (*Love is All You Need*). This in turn, he argues, was a key contributor to the idea of a "generational gap," a term used to describe the cultural barrier between older and younger generations that became prevalent in the 60's.

However, given their focus on art, Sarah Etlinger and Fausto Borem refute this argument by pointing out that the revelation in pop art actually merged opposing sides together: "The Beatles can be seen as instruments for challenging and dissolving traditional and restrictive categories" (*Beyond the Music*). The authors point out that previous to *Sgt. Pepper's*, high culture was associated with wealthy and educated members of society, and low culture was for the masses. Given that The Beatles were widely popular and therefore considered "for the masses," creating what is now considered an acclaimed piece of art blurred the border between high and low culture.

### Conclusion

*Sgt. Pepper's* has been researched in depth in the field of music, album art, and cultural influence by various scholars with varying backgrounds. Given that music is the focus of an album, the majority of research done on *Sgt. Pepper's* is the radical change in music style. However, authors have been exploring other components of the album. For example, Etlinger, Borem, and Inglish have been able to provide meaningful and in-depth analysis of the album cover itself. The research mentioned in this Literature Review highlights the interdisciplinary nature of research itself. For example in this Literature Review, economists wrote about The Beatles' growing lyrical complexity and professors of communication about the evolution of pop-art. The wide variety of subgenres and complementary research done on this album point to the influential feats *Sgt. Pepper's* was able to accomplish. Future research needed to be done would include analysis of the album cover from an actual artist. Their expertise could provide a different perspective than what has been currently presented.

### Work Cited

- Braganza, Pacheco, and Rafael Alejandro. "Stoner Attitude - Steroids Before the Feet: Production of 5 United Topics with Sound Based on 'The Beatles' Sgt. Pepper's Lonely Hearts Club Band." *Repositorio Digital Universidad De Las Américas: Página De Inicio*, Quito: Universidad De Las Américas, 2019, 1 Jan. 1970, dspace.udla.edu.ec/handle/33000/11213.
- David W. Galenson "From 'White Christmas' to Sgt. Pepper: The Conceptual Revolution in Popular Music", *Historical Methods: A Journal of Quantitative and Interdisciplinary History*, 42:1, 2009 17-34, DOI: 10.3200/HMTS.42.1.17-34.
- Etlinger, Sarah A., and Borém Fausto. "Beyond the Music: Rethinking Sgt. Pepper's Lonely Hearts Club Band." *Per Musi*, UFMG, 2014, DOI: 10.1590/S1517-75992014000200007.
- Inglis, Ian. "'Nothing You Can See That Isn't Shown': the Album Covers of the Beatles: Popular Music." *Cambridge Core*, Cambridge University Press, 20 Apr. 2001, DOI: 10.1017/S0261143001001325.
- Rose, Phil. "Love is All You Need: Why There Will Never Be Another Beatles", *ResearchGate*, Nov. 2014, DOI: 10.13140/2.1.1072.5444.

# Classmates' Peer Reviews of Literature Review

## Peer Reviewer

### Emilia Onuonga

#### **Propositional Content**

3 — Mostly meets expectations

*I think that you have the right idea with your proposition; however, I would reword it from passive to active voice. In doing so, you would establish the researchers as your subject which is fitting for a literature review. Additionally, I don't think that the first clause of the sentence is very necessary - you have the right idea, however, just working on moving things around to fit!*

#### **Invention**

2 — Partially meets expectations

*You suggest that the authors build upon each other's ideas which is great; however, I think to provide your own insight, you should elaborate after each section or between each paragraph by describing how the authors compare per section. It would also be really interesting to read how you think the authors compare between each section not only within. Consider also adding more transitional statements between each paragraph and in those providing your own insight.*

#### **Rhetoric**

3 — Mostly meets expectations

*I like the way you organize your writing with the different areas of focus. That being said, I think you should modify the subtitles to elaborate or hint towards what the section will speak about it. I think this will make your writing more creative and highlight your own insight. For example, you could say "The Debate on The Album Cover: An Album or Art? Over than that, great job!*

#### **Genre**

3 — Mostly meets expectations

*I think you did a great job of pulling from a variety of sources! That being said, your introduction seems to establish that the topic at hand is The Beatles rather than scholarly research. I would introduce the topic as scholarly research earlier. I like the way you organize your paper into different sections; however I think you should work on providing more insight and your own comparative analysis.*

#### **Presentation**

2 — Partially meets expectations

*Additionally, some of your sentences seem to have a casual or colloquial tone such as "he still manages" or "just the opposite" or "for one" etc... Although this seems minor, it does add up so Just watch out for your language and tone and you should be all good! Some of your sentences don't necessarily flow well, so a way to improve this is to read your sentences aloud to hear what sounds right.*

#### **Aesthetics/Reading Experience**

2 — Partially meets expectations

*In regards to the Music section, I would add more transitional sentences to make the writing have a better flow.*

### **Weighted Average**

B-

### **General Comments**

*I really like your topic at hand and I think it is really interesting that way you organized your literature review. That being said, I think you should provide more comparative analysis and modifying your writing to have a more formal tone. Overall, great job!*

## **Peer Reviewer**

Yasmine Mezoury

### **Propositional Content**

3 — Mostly meets expectations

*I really think all of your reasons and evidence are clearly stated and your line of reasoning follows a clear and direct path, however, I don't think your proposition appropriately encompasses your line of reasoning. I think, if you make your line of reasoning more narrow and if you make it more specific to your examples then it would be better.*

### **Invention**

4 — Meets and sometimes exceeds expectations

*Your literature review was very interesting and unique. I think you properly made a contribution to the scholarly rhetoric. I think it's easy to just state what the author's concluded, but you took it to the next level through your analysis and comparison of the texts. Your analysis was well-balanced and I think it was the perfect level of analysis for a literature review.*

### **Rhetoric**

4 — Meets and sometimes exceeds expectations

*Your line of reasoning seems very strategic in addressing the audience. The way your piece is broken up into sections makes it more digestible and effective and makes your synthesis much more clear. I think you also properly compare and contrast the information in a way that makes your analysis clear and strong.*

### **Genre**

4 — Meets and sometimes exceeds expectations

*Your literature review properly fits the genre. You present the contents of all of your sources and then you discuss the information and its relation to the discourse. I think you did this particularly well!*

### **Presentation**

3 — Mostly meets expectations

*There are a few grammar mistakes here and there. I think just try to proofread your literature review more in order to fix them. They are not major errors, but there are a few.*

## Aesthetics/Reading Experience

4 — Meets and sometimes exceeds expectations

*Reading your literature review was so interesting! I think this is mostly attributed to the way your literature review is organized. The structure seems to flow from discussing music, to album cover art, etc. I think this organization is very dynamic and makes your literature review an exciting read.*

## Weighted Average

A

## General Comments

*Great job! I really enjoyed reading this. I think it's very strong piece that only requires minor touch ups.*

## Peer Reviewer

Margaret Dunn

### Propositional Content

4 — Meets and sometimes exceeds expectations

*I think that it is clear that the last sentence of your starting paragraph is your proposition; however, the intro paragraph could also be read as an overview of your proposition as well. I think that that is fine if that is what you are going for; it may help to give some more info on the Beatles as background instead. You do a solid job sticking to your proposition in the rest of the paper.*

### Invention

3 — Mostly meets expectations

*I think there is a fair amount of interplay between the sources, which is good. However, I did not come away with an overall take away/comment that had been made concerning scholarly discourse; having that comment present would have elevated the "invention" aspect of the paper. You do try to cover a whole lot of bases throughout the article, and it would be cool if you could draw closer connections between each topic.*

### Rhetoric

3 — Mostly meets expectations

*I think you could give more background in the introduction. The fact that you stated your goal outright was helpful to me as a reader but something that I have not seen before (which I do not think is a bad thing!!).*

### Genre

3 — Mostly meets expectations

*I think that you definitely give a solid summary of the scholarship on this topic, going over several aspects of such scholarship. However, you should try to find some type of takeaway/connection to stress, ie something novel and pointed that you have found in your research.*

### **Presentation**

4 — Meets and sometimes exceeds expectations

*The manuscript is neat, but I did not see any glaring errors regarding grammar or syntax. The subheadings were helpful in guiding me as a reader.*

### **Aesthetics/Reading Experience**

3 — Mostly meets expectations

*I think that the text is on the whole persuasive and your writing is solid. I think now what you can do is strengthen vocabulary and sentence structure to try to make it a more compelling read.*

### **Weighted Average**

B+

### **General Comments**

*Good job!*

## Multiple Reviews of Classmates' Work

### Reviewer

Sachin Katyal

*Submitter: Yasmine Mezoury*

### Propositional Content

Meets and sometimes exceeds expectations

*Your proposition is clear and introduction gets to the scholarly research quickly. Good job*

### Invention

Meets and sometimes exceeds expectations

*I've never seen such a debate about architecture (other than monuments), so it was very interesting for me to hear about the ambiguity of this form of architecture.*

### Rhetoric

Mostly meets expectations

*One thing that I think you need to pay attention to is sentence length. Most, if not all, of your sentences are long and compound/complex. There are very few amount of just simple sentences. I think it would be best to throw some simple sentences in there. This will help your audience stay engaged.*

### Genre

Meets and sometimes exceeds expectations

*You do a good job of comparing and contrasting different author's opinions.*

### Presentation

Partially meets expectations

*When using ellipses in quotes, make sure you surround them with brackets to show that they are not actually part of the quote. You include ellipses a lot so make sure you fix this. Also, going off of Rhetoric, some of your sentences are run-on and need a period to split them up.*

### Aesthetics/Reading Experience

Mostly meets expectations

*Just continuing off of rhetoric, it is a little more cumbersome to read since all the sentence are long and compound/complex.*

### Weighted Average

A-

## Reviewer

Sachin Katyal

*Submitter: Emilia Onuonga*

### Propositional Content

Meets and sometimes exceeds expectations

*Overall, your proposition is clear, and your evidence clearly and consistently supports that.*

### Invention

Meets and sometimes exceeds expectations

*I think it is pretty creative to organize this information by decade in order to show the progression of ideas. Good job!*

### Rhetoric

Mostly meets expectations

*As you mentioned in your introduction, you are comparing debates from different decades, so I think it is unnecessary and especially repetitive to have "The Debate in the " before each heading of the body paragraphs.*

### Genre

Mostly meets expectations

*Looking at your "Implications" section, I think asking questions is little on the informal side and therefore does not match the tone of the rest of the piece. Also in the "Implications" section, I feel you should include for what reason you/why it is important for the future research is needed to be done.*

### Presentation

Partially meets expectations

*I think the highlighted text really detracts from the essay and makes it look unpolished. I assume this was a mistake, but make sure you remove the yellow highlights. There doesn't seem to be a pattern to your highlighting here and it is not appropriate for this genre. Just a little change, but I think you should either italicize or underline your title. Other than that, there are just a few grammatical mistakes here and there.*

### Aesthetics/Reading Experience

Mostly meets expectations

*Overall reading experience was very good. Just remember to remove the highlights and fix the grammatical mistakes.*

## Weighted Average

B+

### Reviewer

Sachin Katyal

Submitter: Margaret Dunn

#### Propositional Content

Meets and sometimes exceeds expectations

*Your proposition is clear and is consistently and equally supported throughout the Literature Review*

#### Invention

Meets and sometimes exceeds expectations

*Ordering your scholarly articles by decade really shows a progression of ideas. Good job!*

#### Rhetoric

Meets and sometimes exceeds expectations

*Well organized, you maintain a formal tone.*

#### Genre

Mostly meets expectations

*Just a simple thing, I think you should include your name somewhere in the essay, whether that be at the top or underneath the title.*

#### Presentation

Mostly meets expectations

*There just a few mistakes here and there. For one, when inserting an ellipses in a quotation, surround them with brackets (i.e. [...] ) to establish that the ellipses are not actually part of the quote. Also, I'm not 100% sure, but I think italicizing block-quotes in a Literature Review is more appropriate.*

#### Aesthetics/Reading Experience

Mostly meets expectations

*Personally, I'm not a fan of this font. It seems a bit like a typewriter. I think a more appropriate font would be Times New Roman. Also, it seems a little strange to have essay in as single spaced while the work cited is double spaced. Pick one and be consistent.*

## Weighted Average

A-

## Revision Plan

I think I have a very solid Literature Review as it stands. Looking at my peer reviews, the main aspect I should focus on is overall polishing. This includes grammar, potential paragraphing edits, and adding transition words to make sentences flow. In addition, it has pointed out to me that I use more colloquial phrase at points of transition. For example, "He still manages". In addition, as citation shave a problem with me in the past, I am going to take one more look at the Purdue Owl MLA citation guide and make that both my in-text and work cited sections is correct. Other than these main things, I think it is just a matter of reading and rereading to make sure everything is as good as it can be.

# Baseline Document

Double-spaced to maintain formatting

Sachin Katyal  
I-Search  
March 16, 2018

## How Intelligent Can I Make a Computer?

When I got home from school with mud all over myself from soccer practice in freshman year of high school, I opened up YouTube as I usually do, and the first video that appeared in my suggestion box was “Marl/O - Machine Learning for Video Games” on a channel called SethBling. The video revealed the timeless game Super Mario Bros. However, instead of being played by a human and supplemented with voiceover adding tips and tricks or, in some cases, humorous commentary, the game was being played by a computer. The computer was given no instructions on what keys perform which actions, or even which entities were enemies. Instead, it was forced to learn from its actions, deciding which move would be the most optimal to get to the flag at the end of the map. By the end of the simulation, the computer had learned to capture the flag in one continuous motion without dying in one “life” – a level of mastery that takes humans hours and hours to accomplish (SethBling).

I didn’t do my biology homework or study for my geometry test that night. Instead, I continued to scavenge YouTube for more videos on my new passion of artificial intelligence, or AI. Prior to this encounter, the AI I knew consisted of frustratingly bad customer service phone lines and the monotonous and repetitive voice of, “I do not understand what you mean by...” spoken so often by Siri on iPhones. But new videos were suggested one right after another, such as the Boston Dynamics robots, programs that recognize images and handwriting, or even a

computer that can play *Grand Theft Auto*. Ever since that day, I have had a deep fascination for artificial intelligence and specifically how it can improve our lives.

I've always been an optimist about AI compared to my friends. While 70% of those around me fear that robots will take over the world (Smith and Anderson), I have always felt that AI would forever be subordinate to humans, never surpassing us in intelligence. When I visited ADTRAN, a Huntsville based technology company that connects hardware and software, I had the opportunity to view some of their AI projects. I saw Siri-like voice programs that were supposedly more accurate, self managing data organization tools, and customer service automation- all AI projects that do not hint to the uprising of robots (ADTRAN). However, I recently received a notification on my phone from BBC news. It shared a story about an AI-generated chat between two robots. Facebook engineers programmed these robots to learn from their conversations, and as the conversation progressed, these robots became so advanced they removed what they thought were unnecessary elements of the English language to create "more successful interactions" (Baraniuk). Eventually, they spoke what seemed to be a completely "nonsensical" language, causing the engineers to pull the plug and abandon the project out of fear of losing control (Baraniuk). I admit, after reading this, I became a part of the 70%. The thought of being inferior to inanimate objects was quite disturbing. As a high school student, who is merely a self-taught programmer and hasn't even taken calculus yet, I wonder how intelligent I could make a computer. Maybe creating my own AI program would provide some insight on the state of the relationship between humans and robots.

In order to gain a better understanding of creating intelligence in computers, we have to understand intelligence more broadly. Intelligence is more than being able to do long and

convoluting math equations in a timely manner. If that were the case, then computers would have been deemed more intelligent than humans since their inception in the 1950s. To put it simply, intelligence consists of two elements: the ability to learn new information and the ability apply this information to new situations (“Introduction to Psychology”). Biologically, there are many factors that can affect one’s ability to be intelligent. The brain in humans consist of billions of small cells called neurons that pass down electrical signals such as information to different surrounding cells to accomplish certain tasks. According to the University of Minnesota, the speed of neural transmission as well as the quantity of neurons are directly proportional to those who are considered more intelligent (“Introduction to Psychology”). In addition, there are certain parts of the brain that play a larger role in determining one’s intelligence. The cerebral cortex, for example, plays a key role in memory and consciousness. The frontal lobe, which is located in the prefrontal cortex, is responsible for converting short-term memories to sustained long-term memories. People are born with up to 80% of their intelligence, and the rest is impacted by environmental factors. This reveals why twins raised in the same household can have very different levels of intelligence (“Introduction to Psychology”). With the definition of intelligence, in the context of humans, established, if a computer program is able to learn information and apply it to a new problem it encounters, then, by definition, it will have to be considered intelligent. The computer program, more specifically, can be classified as artificial intelligence.

The actual field of artificial intelligence is very broad, but it can be generalized into one statement: “making sense of data” (Knight). This was communicated to me by Sheila Knight, the founder of the AI department at ADTRAN. At a high level, there are two main areas of AI:

supervised and unsupervised learning. Unsupervised learning is when a computer is given no data beforehand to train and understand. For example, the previously mentioned self-learning Super Mario Bros. AI is considered unsupervised because it was not taught how to move or who the enemies were. It was simply told that there was a goal, and it was incentivised to go towards it. Supervised learning, on the other hand, consists of a computer program that is first given a large amount of data and then, just like human intelligence, finds patterns and makes connections within the data, so when it is given a new situation, it will use these newly formed connections to make a decision. This very closely follows the idea of learning and applying discussed in the field of human intelligence.

In order to observe this firsthand, I decided to create my own simple supervised image recognition program using an algorithm known as “Distance Metric” after viewing the AI lectures at Stanford University. Just like human intelligence, the AI will learn different classifications of images through a process known as “training” where it will be fed thousands of images with corresponding labels (Johnson). Then in a process known as “testing,” it will compare a new test image with the data collected from the training images to determine the final label for the test image (Johnson). For example, if I gave the program a picture of a cat, ideally it would respond saying “cat.”

The Distance Metric algorithm first removes the color of the image and converts it into a grayscale (black and white) image. Whenever a photo is taken on a camera, light from the surroundings enters the lens and hits the sensor in the camera that converts light wavelengths into red, green, and blue values, in the form of RGB.

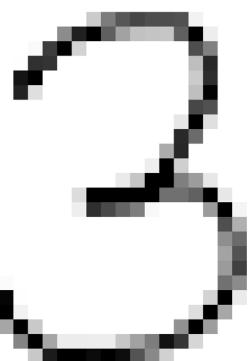


Fig. 1. Katyal, Sachin. “32 x 32 Grayscale Number Three”. 28 Feb. 2018

Each value in the RGB scale lies on a value from 0 to 255, 0 representing no concentration of that color and 255 being the strongest of that color. For example, white is denoted as (255, 255, 255) where each color is at its maximum intensity. To convert an RGB value to a grayscale value, each of the color channels are averaged leaving just one value on a scale from 0-255.

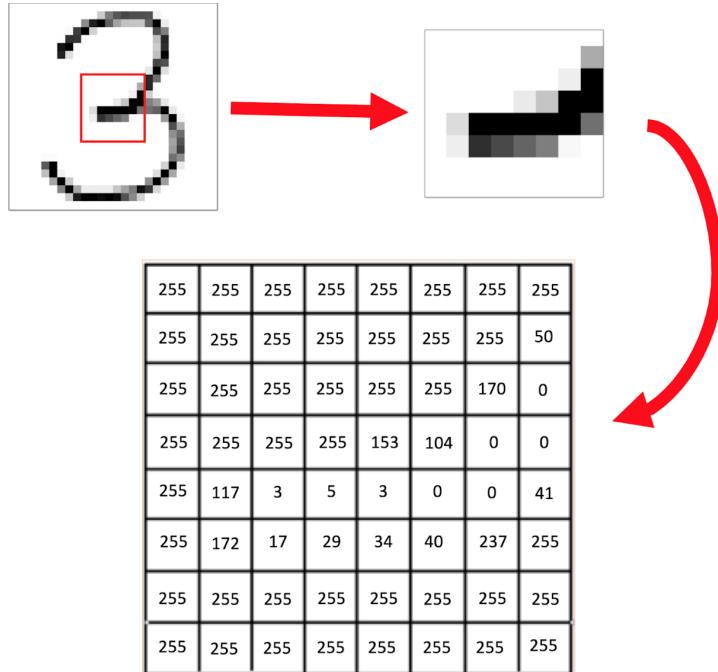


Fig. 2. Katyal, Sachin “Converting Image to Pixel Data.” 11 Mar. 2018

Taking a look at Figure 1, it is clear that the image is a black and white image of the number three. To a computer, this is just a 32 by 32 grid of a grayscale pixel data. The image zoomed in to a smaller section, demonstrated in Figure 2, and converted into the pixel data shows how the computer perceives images. The Distance Metric algorithm compares pixel data between the grayscale test image and each grayscale training image to determine the label of the test image.

The algorithm is defined here (Johnson):

$$d_I(\mathbf{I}_1, \mathbf{I}_2) = \sum_p |\mathbf{I}_1^p - \mathbf{I}_2^p|.$$

The idea behind this algorithm is that after being converted to a grayscale image, each pixel of our testing image is compared to each pixel of our training image and the total difference between each of the respective pixel values is found. Whichever total difference has the smallest value, its label will be given to the testing image. The algorithm defines a function “ $d_1$ ” for difference between the testing image “ $I_1$ ” and the training image “ $I_2$ ”. The absolute value of the differences between the pixel “ $p$ ” of the testing image and the training image are then added up defined by the  $\sum$  symbol. To have a better understanding of what’s going on, a simplified diagram of this algorithm is found in Figure 3.

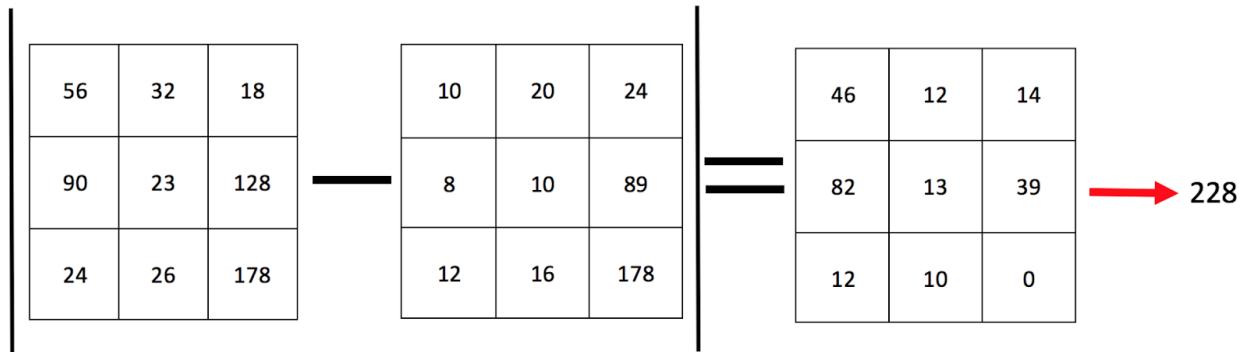


Fig. 3. Katyal, Sachin. “Distance Metric Explained”. 12 Mar. 2018

After getting a sense of the algorithm, implementation into computer code wasn’t too difficult. The green text in this python programming language file in Figure 4 consists of first converting each pixel in the image to grayscale images. Then, it moves on to training the images collected from the website Kaggle.com (“InClass Prediction Competition”) and, finally, testing the classification of a new image. Using this AI method, I discovered that this algorithm worked around 70% of the time (Katyal). I then looked

```

1  def colorToGrayscale():
2      pass
3
4  def train():
5      pass
6
7  def test():
8      pass

```

Fig. 4. Katyal, Sachin. “Distance Metric Outline” 12 Mar. 2018

at an example of this method working and an example of it not working to understand how it could be improved.

Taking a look at the hotdog in Figure 5, the algorithm was able predict with a 89% certainty that the image was a hotdog (Katyal). Both images contain a red-brown cylindrical shape that spans from the top left to bottom right surrounded on both sides by lighter brown sections, so when these colors are converted to grayscale, they will remain the same value and placement. In this case, it makes sense that this algorithm works. Then, I looked at the bird test.

While the test image is clearly a bird flying with its wings spread wide, the algorithm predicted with an 86% certainty that it identified with an airplane (Katyal). Though it labeled our test image incorrectly, it still makes sense why my program would think this way. The right side of the test image (the bird) contains a semicircle-like shape, and in the training image (the airplane), that curve is still present from the nose of the airplane down to the pedestal. On the left side of the test image, there are protrusions caused by both wings going in opposite directions, and in the airplane image, there are protrusions caused by the tail and wing of the plane. Given these factors, it makes a lot of sense that our algorithm would identify the bird with an airplane. Just like the intelligence of a person is only as good as the genetic makeup, the intelligence of our program is dependent on our actual

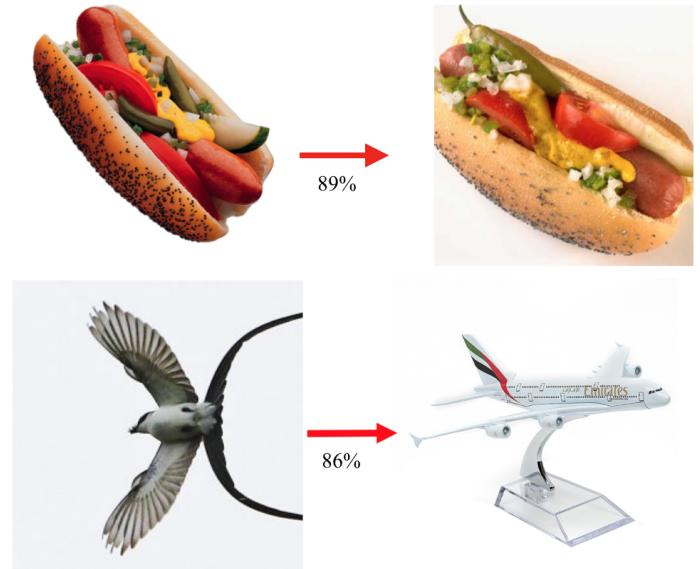


Fig. 5. Katyal, Sachin. "Distance Metric Results" 15 Mar 2018

code and algorithm. I wanted to know how I could make this program more accurate, so I took a look at the major problems of this algorithm.

I realized while creating this program that the algorithm needs to be able to quickly predict the label of an image during testing. At the same time, spending a long time on the training process is okay as the more time spent will likely lead to better outcomes. Taking a look at the Distance Metric model, the training time consists of only memorizing the pixel values for each image in our training data. Testing, however, is much more strenuous and takes a lot more time than the training time. In comparison to training, testing requires a comparison of every single pixel of our testing image to every single pixel of our training image, and this process has to be repeated for every single one of our hundreds of images. I needed to use a model that makes the training time less than the testing time. Another problem that arose with this algorithm is how the images are being compared. First, converting the image to a black and white image disregards any input of color: an RGB value of (255,0,0), red, converted to grayscale will have the same value of (0,0,255), blue, converted to grayscale. If there is a black chair and our training set only consists of images of white chairs, our algorithm will have a hard time deciding what image it is since a large portion of the pixel values will be on opposite ends of the spectrum. Also, if I use nonstationary models like animals or humans, there are many different positions the objects could be in and many camera angles the picture could have been taken (this explains why this algorithm struggled to identify the bird). The objects could also take the foreground as the largest element or just a small portion in the corner of the image. As I continued to talk with Ms. Knight from ADTRAN, she continued on to say, “The hardest part of AI is definitely gathering data and interpreting that data in an unbiased manner” (Knight). With all these factors,

my training data set could easily contain hundreds of thousands or even millions of images to cover every combination of positions, sizes, and colors without any bias. As Stanford University professor, Justin Johnson, says, this is a “stupid way to compare images” (Johnson).

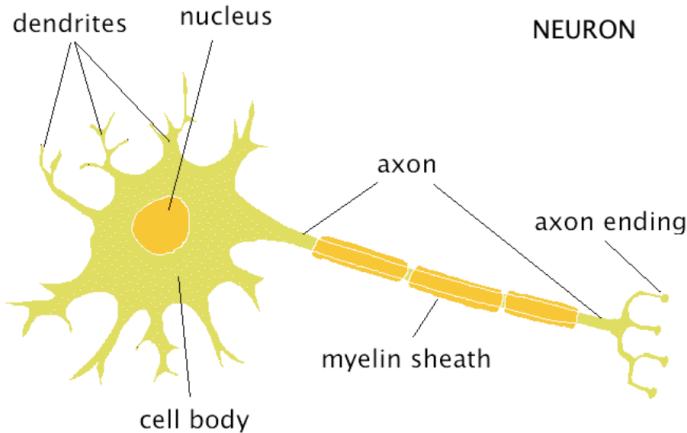


Fig. 6. Boeree, C. George. "The Neuron." General Psychology, C. George Boeree, 2009. Web. 18 Feb. 2018. |

I then looked at the human brain again to see if there are any aspects that can be implemented in my program to improve the way it classifies images. The brain neuron seen in Figure 6, by George Boeree of Shippensburg University, is composed of two main regions, the cell body and the axon (Boeree). The cell body contains the genetic information and the extensions, called dendrites, that receive the chemical messages from other neurons. The longest extension, called the axon, transmits electrochemical signals to other neurons. This is known as the action potential. These signals are then converted into chemical messages in the axon

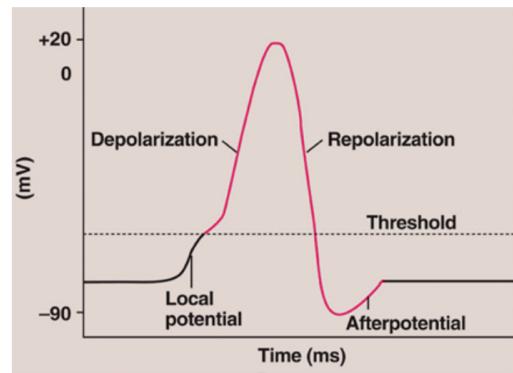


Fig. 7. "Physiology of Nerve Cells : The Action Potential." Action Potential. Web. 20 Feb 2018

endings which then travel to neighboring neurons. The action potential begins at the end of the axon where ion channels open, allowing positively charged potassium ions to enter changing the electrical balance of the inside compared to the outside (Boeree). As shown in Figure 7, the action potential only reaches its maximum increase in charge per second once the threshold is

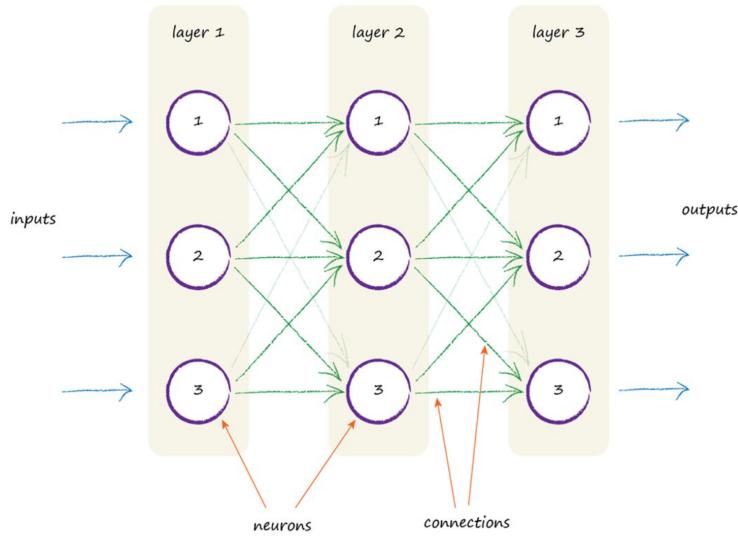


Fig. 8. Rashid, Tariq. *Make Your Own Neural Network*. 48

met. These concepts are now being mimicked in an AI model known as a neural network.

In Figure 8, there is a very basic structure of what a neural network looks like. Each circle can be considered as the cell body of a neuron. They contain the main bulk of the programming code, or the genetic information in the nucleus. Test data is fed through the left side with the blue arrows to the first cell bodies or “nodes” as they are referred to as, and after some calculations and a lot of math, they spit out a number that follows the green paths towards to the next set of nodes, or hidden layer in this case. The same process repeats for the last layers, where the final values are computed and exited through the blue outputs. These outputs then theoretically give the desired prediction of the test data. Neural networks can vary in amount of

input, hidden, and output nodes and can even vary in how many hidden layers are present. In Figure 8, there are three input nodes, a single hidden layer with three nodes, and an output layer with three nodes.

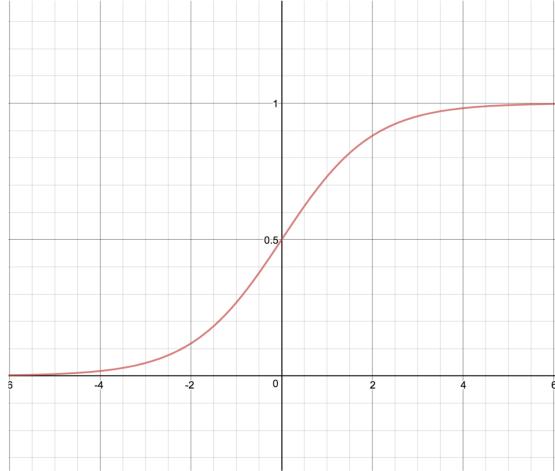


Fig. 9. Desmos Graphing Calculator.  $Y=1/(1+e^{-x})$ . Desmos.com. Desmos Inc. Web. 12 Mar. 2018

Delving deeper into the calculations occurring inside each node, the similarities between a neuron and a neural network start to become apparent. Like the activation function found in neurons, there is an activation function in each node defined by a sigmoid function seen in Figure 9 and defined here:  $\frac{1}{1+e^{-x}}$  (Rashid, 62).

This equation converts any input value of “x” on a scale from 0 to 1. This means that input data has to be certain value, or strength, in order to activate the node and continue that train of data. In addition, each node has a certain weight associated with it. Before the sigmoid function is applied to the input data, the output data from previous nodes is multiplied by a

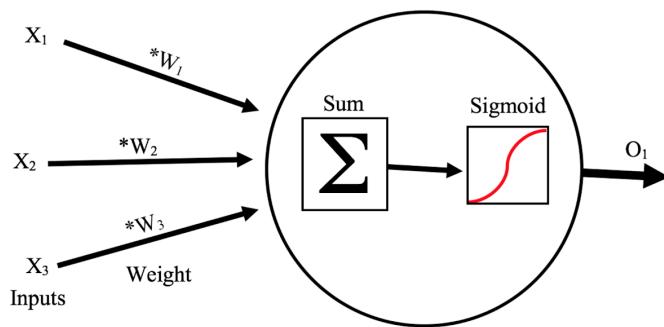


Fig. 10. Katyal, Sachin “Neural Network Diagram”. 13 Mar. 2018

weight associated with that node. Then, after all the weighted inputs are added together, the sigmoid function is applied to it which is then carried out as the output value of the node. Similar to the way in which different neurons fire electrochemicals to other neurons at varying strengths to process information or output a function, the weight also alters the strength at which that neuron fires (Rashid, 78). The full diagram of a neural network node can be seen in Figure 10. Finding the correct value of the weights is the most important part of a neural network as it is the main deciding factor as to what nodes end up getting activated, ultimately finding the correct patterns in the training data. Similar to the Distance Metric algorithm, the neural network is also trained. However, a neural network is trained in a process known as backpropagation, which is just a fancy name for the process of training the weights to accurately return a value when given test data. In humans, backpropagation occurs when the neuron cells are constantly creating new signals and altering signal strength to neighboring neurons as new information is learned.

The process of backpropagation uses a mathematical method called gradient descent to minimize the error of the weights. The error is the difference between what the node produces and what the answer actually is. Taking a look at Figure 11, plotting the error versus a weight between two nodes shows that the relationship resembles a parabola. The goal is to get the circle to the vertex of the parabola where the error is least. To do so, small steps are taken to decrease the value of the weight depicted by the recurring red arrows. The error represented by the blue

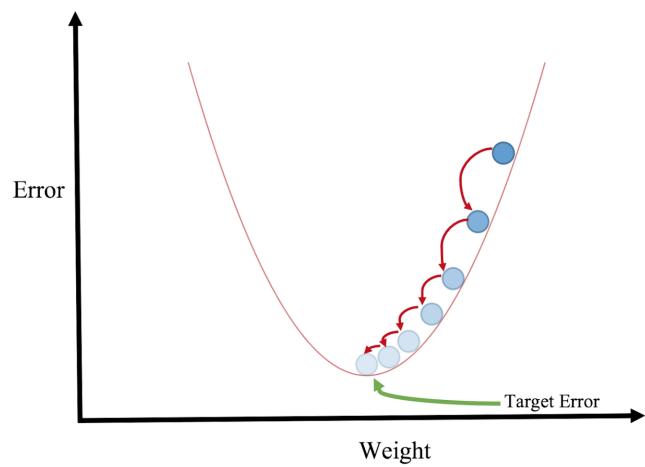


Fig. 11. Katyay, Sachin. "Gradient Descent" 14 Mar. 2018

dots descend the parabola, and once the minimum error is found, the weights have been properly updated.

How does this neural network perform in comparison to Distance Metric implementation I used earlier? By modeling the neural network after the brain by creating nodes representing neurons, connections that have different weights representing chemical strengths, and even processes that update weights just like learning in the human brain, we should see a big increase in the computer's ability to recognize images. In addition, in comparison to the Distance Metric model, the training process consists of minimizing error functions that can take thousands of iterations to get to the smallest error, and the testing process consists of only one pass through the neural network making the testing process exponentially faster than the training. This is an aspect of the Distance Metric model that was reversed. I implemented my own version of a neural network that had 10 input nodes, 784 hidden layer nodes, and 10 output nodes to recognize images like the Distance Metric algorithm. After using the same data as the ones used in Distance Metric program, the computer had a certainty rate of 99%, seen in Figure 13 for identifying the hotdog, and the bird was correctly recognized, having an accuracy of 96% (Katyay).

Recognizing images to this accuracy gives the computer about the same intelligence as a 9 month old baby - the time where object classifications starts in humans ("Thinking Skills"). However, in some instances, it still has trouble identifying objects. When referring to the number three in Figure 1,

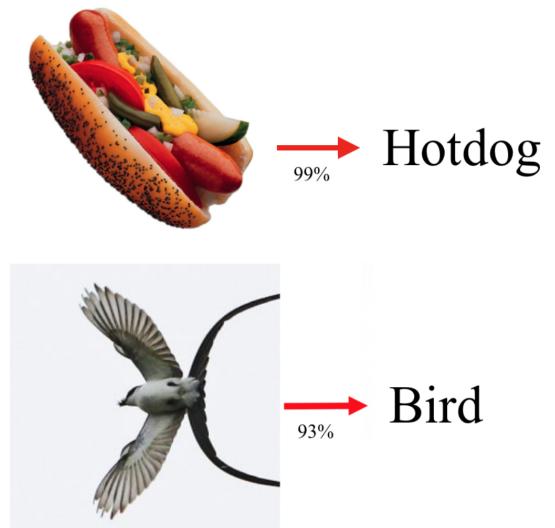


Fig. 12. Katyay, Sachin. "Neural Network Results" 15 Mar. 2018 |

if this image is applied to my neural network, it can easily respond with the answer of “3” with 99% certainty. However, adding some background noise to it causes the neural network to have trouble. Though we are still able to tell that the number is three, the neural network starts to struggle as it labels this image as the number “6” with only 64% certainty. With all this work put into modelling our AI algorithm to a brain, why does it still struggle? Though there are better and significantly more efficient ways of classifying images, I would expect my neural network to fair a little better when given the slightest challenge.

To determine the cause of this discrepancy, I interviewed Michael Arnold, another member of the AI department at ADTRAN. After asking him how our neural network compares to an actual brain, he stated, “Even though neural networks are biologically inspired by human brains, they learn very differently.” Humans learn by a process known as “associative learning,” something, “we have not been able to figure out how to implement [in computers] yet” (Arnold). Associative learning refers to learning that two different events occur together (Huddle). For example, a rat learns to press a lever and makes the association between pressing the lever and getting the reward. Computers have a difficult time doing this not because it can’t make these connections, but rather because it can mix up causation and correlation. According to Mr. Arnold, while AI can perform tasks better than humans in many different areas, they will never end up to be the terminator-like beings all of us at one point or another fear. Even though my neural network does have a relatively high intelligence, such as being able to distinguish animals, food, and handwriting, it simply does not yet learn and apply information nearly as well as human beings. However, the possibility remains that one day we will have created a digital brain. Since the creation of the neural network 60 years ago, significant progress has been made, and I

think significant progress will continue in the next 60 years. As Michael says, “Artificial intelligence is here. It is happening” (Arnold). To most people, this incident at Facebook seems to foreshadow the inevitable human surrender to robots. Obviously, two robots that could surpass the level of human achievement is dangerous. However, this is only a small take away. I believe that this actually shows the potential of what artificial intelligence can do for us in the long-run. If I am able to create an AI program over the weekend that is able to classify an image at the intelligence of a 9 month old baby, imagine what the rest of the world can create and imagine what the future generation of programmers will be able to create. The larger point is that we must learn to control AI as we further develop it rather than be afraid of it.