


Alex Zama's Writing Samples (Web Copy & Blog Posts)

Toyota BZ4X Spec Ad:

The PDF of the advertisement is linked below.

 [Toyotabz4x.pdf](#)

Spec Energy Drink Copy:

Frankenstein's JOLT! - Special edition Monster energy drink

Wake the dead this Halloween with one sip of the electrifying Frankenstein's JOLT!

We know life often has you feeling like a miscellaneous bag of old body parts
And we know that sometimes all it takes is the right combination of chemicals and a JOLT of
flavor to truly come alive

With this electrifying elixir of life, there is no need to fear the aftermath!
Frankenstein's JOLT is a scarily good sugar-free concoction of life... without the MONSTER'ous
crash!

Join the limited-time revolution this Halloween and unleash your inner monster with
Frankenstein's JOLT - Shockingly Good!

CHIMANGO Brand Website Copy:

The Perfect Blend...

Much like our namesake, we've taken the time to blend traditional Mexican-inspired classics
with California modernity to create a new-age classic recipe that is timeless.

Anyone who has been to or lived in California knows of the Mexican influence on the state's culture and cuisine. CHIMANGO was a byproduct of the intermingling culture's desire for a new all-natural, healthy, spicy snack that uses clean ingredients and pays homage to what came before.

Email Outreach Marketing For A Small Caribbean Restaurant:



Debe Kitchen: A Carnival In Every Bite

Hi [guest_name],

Here at Debe Kitchen, we bring the local delicacies from Debe, Trinidad to the heart of Brooklyn, NY. For those wanting to experience the heat of the Caribbean in the big city, come visit us! We make every dish with searing passion and serve it with a smile. When you walk into Debe Kitchen, you're not just another customer... you're an islander just like us. So come enjoy the traditional flavors of our family, culture, and home!

Follow us on our social media channels to see what we're up to and what dishes we're preparing for you!

[Visit Our Website](#)

FIND US

Book online: <https://debekitchen.com/>
Phone: (917) 780-4016
Address: 2124 Nostrand Ave., Brooklyn,
NY 11210



A Website Blog Post About Three Popular Genres Of Music In Jamaica.

Prompt: Write a response that discusses the musical similarities and differences between ska, dub, and reggae. Discuss the role of Rastafarianism in the development of reggae. Explain why reggae has become so popular on a global scale.

Ska, dub, and reggae are all forms of music that find their origins in the Caribbean island of Jamaica. All three have their similarities and differences due to shared history or just natural progression from one form to the next (as discussed later). Ska originated in Jamaica in the late 1950s and is the precursor to reggae. Ska fuses elements found in Caribbean mento and calypso with Western/American styles of music like jazz and blues. In ska, you'll hear rhythmic patterns layered with guitars, trumpets, saxophones, pianos, drums, and organs. Reggae also finds its origins on the island of Jamaica. It is a more urban musical style than ska and you can hear that urban sound with the combination of R&B, jazz, mento, calypso, ska, rocksteady, and rock it implements. The culmination of these different musical styles imbues it with upbeat, percussive guitars, organs or electric pianos, bass drums that have variations in the beat, and melodic bass lines; all of which differentiate it from ska. So while ska utilizes a walking bass line, reggae has a more rhythmic style which often uses chops in between the beats. Reggae is also heavily intertwined with the Rastafarian movement, which can be viewed as a rebellious form of religion/political ideals. Dub is considered to be an "outgrowth" of reggae studio production. This is primarily because of the way dub artists view the recording studio as the primary musical instrument. What is meant by this is that there are various techniques utilized in the making of dub music. For instance, there is a technique that uses heavy remixing of recorded material to create a sound that also has a lot of echoes, reverb, and extreme equalization. The recording studio is the primary instrument because of the way it restructures a song to make it something new through the use of technology.

Rastafarianism has a direct connection with reggae. Rastafarianism is the ideology/belief system of change and reggae is the messenger of this belief system. Rastafarianism addresses issues that have affected the black population for decades. It preaches the desire and need for freedom from white subjugation, for the black population to be proud to be African and be proud of Africa, their native homeland. Reggae often utilizes lyrics that promote Black pride and liberation through fighting oppression. Knowing this, we can see why Reggae has become so popular on a global scale, as oppression, inequality, and social and political domination are so prevalent in many countries and nations. Reggae being the messenger of fighting these injustices is precisely why it's so popular because there is a need for people to resonate with certain messages that spread the gospel of freedom.