

LCXX61: Narrative Thinking
CA2 – Telling Impactful Stories (50%) • Individual Assessment
Semester 2, AY2021/22

CA2 Script Template

Reg. No.:	Name: Justin Wong Juin Hng	Admin No.: P2112646	Class: DAAA/FT/1B/04
Scenario (check the relevant box):			
<input type="checkbox"/> Motivational/Inspirational Pitch	<input type="checkbox"/> Advocacy/Activism Pitch	<input checked="" type="checkbox"/> Professional/Academic Pitch	
Pitch Title: Exploring Different Cultures From The Comfort Of Your Home With Netflix			
Purpose: <ul style="list-style-type: none">• Why do you want to give this particular pitch? Be as clear and persuasive as possible.• What do you hope to persuade your audience to do?<ul style="list-style-type: none">- I want to give this pitch to convince users to purchase Netflix, as it is the most popular and widely available internet streaming service, with an expansive library of content for consumers to watch.- I hope that the audience, after using services such as Netflix, will be able to gain a greater understanding of different languages and cultures, due to the aforementioned expansive library of available content. The reason for this is that interacting with different cultures helps you view life from a different perspective. When you learn about other cultures, you establish new ways of thinking and approaching and solving problems and issues that life may throw you; you understand the world better			
Audience: <ul style="list-style-type: none">• Who does your pitch hope to persuade? Be as specific as possible, e.g. "A cohort of Secondary 4 graduating students from my alma mater"<ul style="list-style-type: none">- Youths aged from 13-20 who are interested in learning different cultures and languages or enjoy consuming video content			
Context: <ul style="list-style-type: none">• What is the occasion?<ul style="list-style-type: none">- After returning from Korea, I realised the impact that Korean Dramas had on my Korean Vocabulary, and how that manifested itself into being able to understand, immerse and grow my interests in Korean Society and its local culture.• Who/What is the organiser/theme/topic of this talk?<ul style="list-style-type: none">- The theme is 'The impact of Netflix content on the teaching of different cultures and mannerisms'			

1. Type your speech content in the space below. Ensure that you have applied the relevant narrative elements and impactful delivery skills to enhance your pitch. Refer to the CA2 Brief for further information on the pitch requirements.

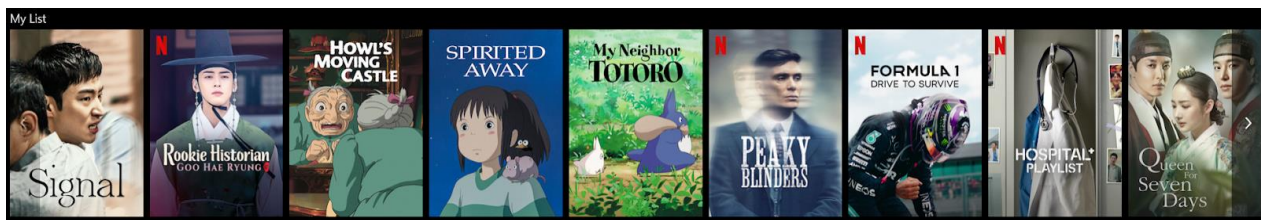
Consider applying the NAT Narrative Framework to your impactful story. Refer to the CA2 Brainstorming Guide below for a detailed checklist, along with your CA2 rubric:

- What is the Trigger Event?
- What is the Transformation?
- What is the Life Lesson/Message?
- How will your audience benefit from your story?
- What is your Call to Action?

Netflix. I'm sure no one here is a stranger to the term. Is it a noun? Perhaps a name? "Do you want to watch some Netflix later?" one might ask. Or is it perhaps a verb? To "Netflix and Chill"? Well, what is Netflix? As we all know, Netflix is an online streaming service, where famous shows like Squid Game, Peaky Blinders, Daredevil, etcetera etcetera. With upwards of 5800 hours' worth of content to watch (Moore, 2022), that probably explains why Netflix is a common household name.

But Justin, you may ask, what about Netflix is so interesting? Almost everyone has it; I'm using my friend's sister's friend's account. What about it? Well, just as you said, or rather I said, we can see that Netflix's impact on film consumption is global, a trend that's present in its widely available and expansive video catalogues. My name is Justin Wong, and today, I'll be sharing with you the interesting case of Netflix.

Let's look at my list of films that I've saved.



What can we observe? We can see a multitude of films and dramas spanning across many different languages. English, Japanese, Korean and perhaps even more if I were to continue scrolling down the list. But why am I showing you this? By looking at these films, we can see a myriad of cultures present within the content shown.

What about culture? We begin to learn our culture—the ways of our society—just after birth. That process is called socialisation, and it involves far more than schooling. Our culture shapes the way we work and play, and it makes a difference in how we view ourselves and others. According to a study conducted this year by facinghistory.org, culture affects our values—what we consider right and wrong. (Individual & Society, 2022)

Well, we can observe Japanese Anime culture, British Gangster culture, Korean Melodrama culture, and so on and so forth. But what's the deal with culture, and what does Netflix have anything to do with this? For the most part, when we consume video content, be it films, or dramas, we learn and immerse ourselves within its culture, its mannerisms, its way of life.

Allow me to paint you a picture. I've been interested, obsessed even, with Korean dramas for the better part of 3-4 years now. I've watched countless Korean dramas in my time, granted I watch them with subtitles, but that's beside the point. And just recently, I took that leap and hopped on a flight to Korea with my friends. But why? Well, through watching these dramas on Netflix, I was able to learn and educate myself on Korean culture and their traits, habits, and way of life.

Did you know that they eat with one hand? (Next slide) Or that the windows on buses can be opened? (Next slide) Or maybe even the fact that most Korean cars' windows are tinted like the night sky? (Next slide) You know, by watching these dramas, I find myself becoming more interested in their society.

The whole idea is that, by exposing ourselves to different cultures, we learn, and we grow; we can think differently, to be able to utilise our knowledge to solve problems that we couldn't before, to form new relationships with people that we previously couldn't be due to language barriers.

But why? Culture is a strong part of how one carries themselves. It influences their views, their values, their hopes, and their worries and fears. I learnt that, for the Koreans, diligence, hard work, filial piety, and humbleness are important values within their society, according to a study conducted by Ma Junzhao in 2012. They are proud of their unique traditional culture (next slide) and their remarkable economic success within a short period of time (next slide) (Ma, 2012). Now, do those phrases ring a bell to you?

Ah, 맞다. Singapore. The fact that we take for granted speaking English in Singapore and not learning about the different races and religions in our home is just sad isn't it? By exposing ourselves to different cultures (next slide), we put ourselves in a prime position to be at the forefront of experiencing different traditions and heritages. Films such as Greedy Ghost, Mr Unbelievable, Singapore Gaga, are a few of many, many, films available on Netflix. But have any of us heard of them? No?

It's time for us to grow, to learn and to develop ourselves. Be it communication skills, world knowledge, or perhaps even emotional intelligence? Who knows? Opening that door to learning new cultures can present itself as a new set of skills to be learnt and to be applied.

It doesn't have to be KDramas, neither does it have to be Anime. With upwards of 240 days-straight worth of content available on the Netflix catalogue, the sheer volume and span of available titles to consume is never-ending. Netflix, as a streaming service, has proven to us to be the reliable choice for its consumers.

But how do I signup? Just head to netflix.com/signup, and in just 3 easy steps, we can embark on our journey to discover every culture in the world, from the comfort (pause) of your home.

2. References for CA2 (in Harvard citation format)

List the research done for CA2 here.

Example:

Moore, K., 2022. How Long Would It Take To Watch All Of Netflix?. [online] What's on Netflix. Available at: <<https://www.whats-on-netflix.com/news/how-long-would-it-take-to-watch-all-of-netflix/>> [Accessed 15 January 2022]

Leselfes.com. 2022. What Are the Benefits of Understanding Different Cultures? -. [online] Available at: <<https://www.leselfes.com/understanding-different-cultures/>> [Accessed 15 January 2022]

Facing History and Ourselves. 2022. Individual & Society. [online] Available at: <<https://www.facinghistory.org/holocaust-and-human-behavior/chapter-1/introduction>> [Accessed 15 January 2022]

Axner, M., 2022. Chapter 27. Working Together for Racial Justice and Inclusion | Section 1. Understanding Culture and Diversity in Building Communities | Main Section | Community Tool Box. [online] Ctb.ku.edu. Available at: <<https://ctb.ku.edu/en/table-of-contents/culture/cultural-competence/culture-and-diversity/main>> [Accessed 15 January 2022]