**Task 0. Read**

Read the headline, and byline of real news articles.

Read the joke response to that headline.

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| --- | --- |
| Headline | **Mattel To Remake Barbie With More Diversity, Voice Box** |
| Byline | Following years of declining sales, Mattel has announced it is releasing new Barbie dolls that feature more racial diversity, in addition to a “Hello Barbie” doll with the ability to talk. What do you think? |
| Joke Response | *Good, girls need to know that conventionally attractive women of all races are beautiful.* |

**Task 1. List all the nouns (people, places, things) in the headline and byline**

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**Task 2. For each of the phrases in the joke, find a corresponding phrase in the headline or byline.** Look for matching phrases in the headline first, then the byline. If there are multiple matching phrases, list the first one you find.

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| --- | --- |
| Good, |  |
| girls need to know that |  |
| conventionally attractive women |  |
| of all races |  |
| beautiful |  |

**Task 3. Which of the nouns in Task 1 is being criticized in the joke?**

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**What phrase in the joke indicates a criticism?**

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**What are they being criticized for?**

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**Task 4**. In the joke, there are two opposite attitudes portrayed towards the target of criticism.

One attitude toward the target is negative. The criticism from Task 3 is the reason for the negative attitude towards the target.

The other attitude is that the target is positive. And there is a hidden reason for why somebody might think that target is positive.

**Identify the positive and negative attitudes toward the criticism target.**

There are often multiple ways to say it, for example more or less specific attitudes or reasons. Please write as many as you can find. We suggest you start with the most general case where the positive attitude towards the criticism target is “Good” and the negative attitude towards the criticism target is that it is “Bad.”

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| --- | --- | --- | --- |
| Positive Attitude | Reason | Negative Attitude | Reason (copy criticism from Task 3 OR restate) |
| Good |  | Bad |  |
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| Byline | Following years of declining sales, Mattel has announced it is releasing new Barbie dolls that feature more racial diversity, in addition to a “Hello Barbie” doll with the ability to talk. What do you think? |
| Joke Response | *It's about time Barbie started representing girls who can talk.* |

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| --- | --- |
| *It’s about time* |  |
| *Barbie* |  |
| *Started representing* |  |
| *Girls who can talk* |  |

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One attitude toward the target is negative. The criticism from Task 3 is the reason for the negative attitude towards the target.

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Identify the negative attitude toward

**Copy the criticism target from Task 3**:

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| Joke Response | *It's nice when a company decides to be inclusive as a last resort* |

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| *as a last resort* |  |

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| Headline | **Report: Uber Adding ‘Panic Button’ For Chicago Passengers** |
| Byline | According to a report in the Chicago Sun-Times, Uber is adding a “panic button” to its Chicago smartphone app that allows passengers to quickly alert police in the event they feel endangered by their driver. What do you think? |
| Joke Response | *It's nice knowing Uber is willing to do everything it can to protect it's customers short of properly screening it's drivers* |

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| Headline | **Walmart Raising Wages** |
| Byline | Amid pressure from labor groups to provide its workforce with a better living wage, Walmart has announced that it will pay all workers at least $9 per hour beginning this April, a decision that will cost $1 billion and affect 500,000 employees, with the company additionally committing to a $10 hourly wage by 2016. What do you think? |
| Joke Response | *Who needs labor unions when all it takes is dozens of damning exposes and two decades to public protest to achieve the smallest possible step in the right direction.* |

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| *Who needs labor unions* |  |
| *when all it takes is* |  |
| *dozens of damning exposes* |  |
| *and two decades to public protest* |  |
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| Headline | **Facebook Lets Users Choose Who Controls Their Account After Death** |
| Byline | Facebook has announced that rather than “memorialize” the accounts of Facebook users who die, which doesn’t allow others to edit or manage the page, the social network will now permit users to designate a “legacy contact” who will have the ability to change aspects of the deceased’s profile. What do you think? |
| Joke Response | *I'm not sure who I can trust with the solemn task of rejecting Bubble Witch Saga game requests.* |

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