**Task 0. Read**

Read the headline, and byline of real news articles.

Read the joke response to that headline.

|  |  |
| --- | --- |
| 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**

|  |  |
| --- | --- |
| **Mattel** | **Bad. (If you don’t like Barbie)** |
| **Barbie** | **Good. Fun.**  **Bad. Body image issues for girls** |
| **Diversity** | **Good** |
| **Voice Box** | **Neutral** |
| years | Neutral |
| declining sales | Bad. (for Mattel) |
| racial diversity | Good. For society. |
| “Hello Barbie” doll | Good? New. |
| ability to talk | Neutral. Kinda weird. |

**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.

|  |  |
| --- | --- |
| Good, | (none) |
| girls need to know that | **(none)** |
| conventionally attractive women | **Barbie** |
| of all races | racial diversity |
| beautiful | **Barbie** |

1. Criticism
   1. Criticism Target: What noun from #2 is being criticized in this joke?

|  |
| --- |
| **Mattel** |

* 1. What is the text of the joke that indicates the criticism?

|  |
| --- |
| *conventionally attractive women* |

* 1. What are they being criticized for?

|  |
| --- |
| Even though they are adding diversity, all the dolls are still attractive, giving girls body image complexes. |

* 1. Explain how the indicating phrase illustrates the criticism.

|  |
| --- |
| **Mattel’s** dolls are still ***conventionally attractive****,* which will give **girls** body image problems. |

1. Criticism is a negative portrayal of the criticism target. The joke also contains or alludes to a positive portrays of the criticism target.
   1. Look at the positive reactions you had to the elements in the headline out of context (#3)
   2. What is the positive view of the criticism target in this headline?

|  |
| --- |
| Diversity is good.  Mattel is improving its image by adding diversity. |

1. Restate the positive and negative stories about the criticism target in a simple way. Each story should relate the criticism target to another noun associated with the headline.
   1. **Positive** comment about the criticism target and another headline-associated noun

|  |
| --- |
| Mattel cares about girl’s body image issues |

* 1. **Negative** comment about the criticism target and another headline-associated noun

|  |
| --- |
| Mattel doesn’t care about girl’s body image issues. |

**ANSWERED.**

|  |  |
| --- | --- |
| 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 | *It's about time Barbie started representing girls who can talk.* |

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

|  |  |
| --- | --- |
| **Mattel** | **Bad. (If you don’t like Barbie)** |
| **Barbie** | **Good. Fun.**  **Bad. Body image issues for girls** |
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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.

|  |  |
| --- | --- |
| *It’s about time* | years |
| *Barbie* | **Barbie** |
| *Started representing* | racial diversity |
| *Girls who can talk* | **Voice Box** |

1. Criticism
   1. Criticism Target: What noun from #2 is being criticized in this joke?

|  |
| --- |
| **Mattel** |

* 1. Indicating Text: What is the text of the joke that indicates the criticism?

|  |
| --- |
| *representing girls who can talk* |

* 1. What are they being criticized for?

|  |
| --- |
| Not truly embracing diversity. |

* 1. Explain how the ‘Indicating text” illustrates the criticism.

|  |
| --- |
| By “representing girls who can talk” we realize the emphasis is not on diversity because obviously all girls can talk. The emphasis must be on something else. |

1. Criticism is a negative portrayal of the criticism target. The joke also contains or alludes to a positive portrays of the criticism target.
   1. Look at the positive reactions you had to the elements in the headline out of context (#3)
   2. What is the positive view of the criticism target in this headline?

|  |
| --- |
| Diversity is good.  Mattel cares about the negative effects of not representing all girls in its dolls. |

1. Restate the positive and negative stories about the criticism target in a simple way. Each story should relate the criticism target to another noun associated with the headline.
   1. **Positive** comment about the criticism target and another headline-associated noun

|  |
| --- |
| Mattel cares about diversity.  Mattel is altruistic. |

* 1. **Negative** comment about the criticism target and another headline-associated noun

|  |
| --- |
| Mattel doesn’t care about diversity.  Mattel cares about profits.  Mattel is greedy. |

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| --- | --- |
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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 nice when a company decides to be inclusive as a last resort* |

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

|  |  |
| --- | --- |
| **Mattel** | **Bad. (If you don’t like Barbie)** |
| **Barbie** | **Good. Fun.**  **Bad. Body image issues for girls** |
| **Diversity** | **Good** |
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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.

|  |  |
| --- | --- |
| *It's nice when* | (none) |
| *a company* | **Mattel** |
| *decides to be* | (none) |
| *inclusive* | **Diversity** |
| *as a last resort* | Following years of declining sales |

1. Criticism
   1. Criticism Target: What noun from #2 is being criticized in this joke?

|  |
| --- |
| **Mattel** |

* 1. What is the text of the joke that indicates the criticism?

|  |
| --- |
| *Inclusive as a last resort* |

* 1. What are they being criticized for?

|  |
| --- |
| Not truly embracing diversity. |

* 1. Explain how the indicating phrase illustrates the criticism.

|  |
| --- |
| Adding diversity as a “last resort” indicates that their real reason is because of money, not because they care about their customers. |

1. Criticism is a negative portrayal of the criticism target. The joke also contains or alludes to a positive portrays of the criticism target.
   1. Look at the positive reactions you had to the elements in the headline out of context (#3)
   2. What is the positive view of the criticism target in this headline?

|  |
| --- |
| Diversity is good.  Mattel is adding diversity for social good. |

1. Restate the positive and negative stories about the criticism target in a simple way. Each story should relate the criticism target to another noun associated with the headline.
   1. **Positive** comment about the criticism target and another headline-associated noun

|  |
| --- |
| Mattel cares about diversity. |

* 1. **Negative** comment about the criticism target and another headline-associated noun

|  |
| --- |
| Mattel doesn’t care about diversity.  Mattel only cares about profits. |

**Task 0. Read**

Read the headline, and byline of real news articles.

Read the joke response to that headline.

|  |  |
| --- | --- |
| 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* |

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

|  |  |
| --- | --- |
| **Report** | **Neutral** |
| **Uber** | **Good. Useful**  **Bad. Negative media attention.** |
| **‘Panic Button’** | **Good. Keeps you safe.** |
| **Chicago** | **Neutral** |
| **Passengers** | **Neutral** |
| Chicago Sun-Times | Neutral |
| smartphone app | Good. Useful |
| police | Good. Provide help |
| driver | Bad. Endangering passengers |

**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.

|  |  |
| --- | --- |
| *It's nice knowing* | (none) |
| *Uber* | **Uber** |
| *is willing to do everything it can* | **Panic Button** |
| *to protect it's customers* | allows passengers to quickly alert police |
| *short of properly screening it's drivers* | feel endangered by their driver |

1. Criticism
   1. Criticism Target: What noun from #2 is being criticized in this joke?

|  |
| --- |
| **Uber** |

* 1. What is the text of the joke that indicates the criticism?

|  |
| --- |
| *short of properly screening it's drivers* |

* 1. What are they being criticized for?

|  |
| --- |
| Uber doesn’t really care about protecting its customers. |

* 1. Explain how the indicating phrase illustrates the criticism.

|  |
| --- |
| If Uber really cared about passenger safetg, it would properly screen it’s drivers. |

1. Criticism is a negative portrayal of the criticism target. The joke also contains or alludes to a positive portrays of the criticism target.
   1. Look at the positive reactions you had to the elements in the headline out of context (#3)
   2. What is the positive view of the criticism target in this headline?

|  |
| --- |
| Saftey is good.  Uber cares about its passengers |

1. Restate the positive and negative stories about the criticism target in a simple way. Each story should relate the criticism target to another noun associated with the headline.
   1. **Positive** comment about the criticism target and another headline-associated noun

|  |
| --- |
| Uber cares about passenger safety. |

* 1. **Negative** comment about the criticism target and another headline-associated noun

|  |
| --- |
| Uber doesn’t really care about passenger safety. |

**Task 0. Read**

Read the headline, and byline of real news articles.

Read the joke response to that headline.

|  |  |
| --- | --- |
| 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.* |

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

|  |  |
| --- | --- |
| **Walmart** | **Good. Cheap**  **Bad.** |
| **Wages** | **Good. Getting more money is good for workers.** |
| Pressure | Good. Doing what’s right.  Bad. Shouldn’t need it. |
| labor groups | Good. Fight for what’s right |
| Workforce | Good. |
| better living wage | Good. |
| workers | Neutral. A lot. |
| $9 per hour | Neutral. A lot. |
| $1 billion | Neutral. A lot. |
| 500,000 employees | Neutral. A lot. |

**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.

|  |  |
| --- | --- |
| *Who needs labor unions* | labor groups |
| *when all it takes is* | (none) |
| *dozens of damning exposes* | Pressure to provide its workforce with a better living wage |
| *and two decades to public protest* | Pressure to provide its workforce with a better living wage |
| *to achieve the smallest possible step in the right direction.* | **Raising Wages** |

1. Criticism
   1. Criticism Target: What noun from #2 is being criticized in this joke?

|  |
| --- |
| **Walmart** |

* 1. What is the text of the joke that indicates the criticism?

|  |
| --- |
| *Protests …*  *smallest possible step in the right direction.* |

* 1. What are they being criticized for?

|  |
| --- |
| Walmart isn’t doing enough for it’s workers, and they’re not doing it soon enough. |

* 1. Explain how the indicating phrase illustrates the criticism.

|  |
| --- |
| Protests indicate that Walmart is not doing this because the want to do the right thing.  Smallest possible step indicated they are not doing enough. |

1. Criticism is a negative portrayal of the criticism target. The joke also contains or alludes to a positive portrays of the criticism target.
   1. Look at the positive reactions you had to the elements in the headline out of context (#3)
   2. What is the positive view of the criticism target in this headline?

|  |
| --- |
| Walmart raising wages is a good thing for its workers. |

1. Restate the positive and negative stories about the criticism target in a simple way. Each story should relate the criticism target to another noun associated with the headline.
   1. **Positive** comment about the criticism target and another headline-associated noun

|  |
| --- |
| Walmart cares about its workers. |

* 1. **Negative** comment about the criticism target and another headline-associated noun

|  |
| --- |
| Walmart doesn’t care about its workers.  They were forced to pay them a living wage. |

**Task 0. Read**

Read the headline, and byline of real news articles.

Read the joke response to that headline.

|  |  |
| --- | --- |
| 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.* |

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

|  |  |
| --- | --- |
| **Facebook** | **Good. Useful.**  **Bad. Waste of time** |
| **Users** | **Good.** |
| **Control** | **Good.** |
| **Account** | **Neutral** |
| **Death** | **Bad.** |
| page | Neutral |
| social network | Neutral |
| “legacy contact” | Good. Useful |
| the deceased’s profile | neutral |

**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.

|  |  |
| --- | --- |
| *I'm* | **Users** |
| *Not sure* | **(none)** |
| *who I can trust* | “legacy contact” |
| *with the solemn task of* | ability to change aspects of the deceased’s profile |
| *rejecting Bubble Witch Saga game requests.* | **Facebook** |

1. Criticism
   1. Criticism Target: What noun from #2 is being criticized in this joke?

|  |
| --- |
| **Facebook** |

* 1. What is the text of the joke that indicates the criticism?

|  |
| --- |
| *rejecting Bubble Witch Saga game requests.* |

* 1. What are they being criticized for?

|  |
| --- |
| Facebook is stupid and frivolous. |

* 1. Explain how the indicating phrase illustrates the criticism.

|  |
| --- |
| Bubble Witch Saga is an example of how frivolous and unimportant Facebook is to it’s users. |

1. Criticism is a negative portrayal of the criticism target. The joke also contains or alludes to a positive portrays of the criticism target.
   1. Look at the positive reactions you had to the elements in the headline out of context (#3)
   2. What is the positive view of the criticism target in this headline?

|  |
| --- |
| Control of Facebook profiles is good.  Facebook cares about it’s users.  Users find Facebook important enough to preserve after death. |

1. Restate the positive and negative stories about the criticism target in a simple way. Each story should relate the criticism target to another noun associated with the headline.
   1. **Positive** comment about the criticism target and another headline-associated noun

|  |
| --- |
| Facebook is important to users. |

* 1. **Negative** comment about the criticism target and another headline-associated noun

|  |
| --- |
| Facebook is unimportant to users.  It is full of stupid, time-wasting app.s |