1. Read and headline and byline

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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. |

1. List all the nouns in the headline and byline

|  |  |  |  |
| --- | --- | --- | --- |
| **Noun** | **Reaction** | **Reason** | **Associated Person** |
| **Report** | Neutral |  |  |
| **Uber** | Bad | Bad customer relations. Endangering passengers. | Customers/  passengers |
| **Panic Button** | Good | Keeps passengers safe | Customers pressing it |
| **Chicago** | Neutral |  |  |
| **Passengers** | Neutral |  |  |
| smartphone app | Good | Convenient way to order a cab |  |
| police | Good | Keep passengers safe in emergency |  |
| driver | Bad | Endangering passengers |  |
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For each of the nouns,

* 1. List a reaction you have to it (either in the context of the headline or outside that context, in a broader sense).
  2. Give a reason for that reaction
  3. Name a person or thing associated or affected by this.

1. Criticism Targets: from the list of nouns, find ones you can criticize.

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|  |

* 1. What can they be criticized for?

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|  |

1. For the criticism target, is there a positive story that can be told about it?

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|  |

1. If so, for both the positive and negative stories, restate or exaggerate the simple positive and negative relationships between the criticism target and another entity.

|  |  |  |
| --- | --- | --- |
| Simple **Positive** story | Other entity | Reason |
|  |  |  |

|  |  |  |
| --- | --- | --- |
| Simple **Negative** story | Other entity | Reason |
|  |  |  |

1. For the positive and negative story, list phrases or examples that are consistent with that story.

|  |  |  |
| --- | --- | --- |
|  | **Positive** Story | **Negative** Story |
| Phrases |  |  |
| Examples |  |  |

1. Read and headline and byline

|  |  |
| --- | --- |
| Headline | **Airlines Offering Complimentary In-Flight College Courses** |
| Byline | In addition to movies, TV shows, and other in-flight entertainment, JetBlue and Virgin America have begun offering passengers complimentary streaming video lectures from classes at top universities. |

1. List all the nouns in the headline and byline

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| --- | --- | --- | --- |
| **Noun** | **Reaction** | **Reason** | **Associated Person** |
| **Airlines** | Good  Bad | Giving free education  Uncomfortable. |  |
| **Complimentary** | Good | People like free. |  |
| **In-Flight College Courses** | Good | Learning is good |  |
| movies, TV shows, and other in-flight entertainment | Good | Entertaining. | Viewers |
| JetBlue and Virgin America |  |  |  |
| passengers |  |  |  |
| classes | Good | Learning things is good | Professors, students |
| top universities | Good |  | Non-top school |
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| --- | --- | --- |
| Simple **Positive** story | Other entity | Reason |
|  |  |  |

|  |  |  |
| --- | --- | --- |
| Simple **Negative** story | Other entity | Reason |
|  |  |  |

1. For the positive and negative story, list phrases or examples that are consistent with that story.

|  |  |  |
| --- | --- | --- |
|  | **Positive** Story | **Negative** Story |
| Phrases |  |  |
| Examples |  |  |

1. Read and headline and byline

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| --- | --- |
| Headline | **Harper Lee To Publish ‘To Kill A Mockingbird’ Sequel** |
| Byline | Harper Lee, author of the celebrated 1960 novel To Kill A Mockingbird, her only published work to date, announced that she will publish a sequel called Go Set A Watchman about the character Scout returning home as an adult to visit her father, Atticus. |

1. List all the nouns in the headline and byline

|  |  |  |  |
| --- | --- | --- | --- |
| **Noun** | **Reaction** | **Reason** | **Associated Person** |
| **Harper Lee** | Good | Writes good books with strong morals |  |
| **‘To Kill A Mockingbird’** | Good | Classic book about correcting injustitic. Touching. Inspirational. |  |
| **Sequel** | Good  Bad | Highly anticipated.  Sequels usually suck. |  |
| author | good | Smart, hard working | reader |
| novel | good | Smart, a big accomplishment, entertaining | publisher |
| announcement | neutral | Exciting? |  |
| character | neutral |  |  |
| Scout | good | A sweet girl |  |
| home | good | Fond memories. |  |
| Adult | good | responsible |  |
| father | good | Care taker |  |

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| --- | --- | --- |
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|  |  |  |

|  |  |  |
| --- | --- | --- |
| Simple **Negative** story | Other entity | Reason |
|  |  |  |

1. For the positive and negative story, list phrases or examples that are consistent with that story.

|  |  |  |
| --- | --- | --- |
|  | **Positive** Story | **Negative** Story |
| Phrases |  |  |
| Examples |  |  |