

Extra Credit (10 points)

1. What is the event you attended?

I attended a "Tate Lecture" which is where they "bring thought-provoking and entertaining icons to the SMU campus and Dallas community."

2. When and where did the event take place?

The event took place at McFarlin Auditorium on January 24, 2012. I happened to record the event on my phone and was able to listen to the amazing lecture again (thankfully).

3. Who was the speaker? If there was no speaker, describe the event and what took place.

Michael Lewis is a famous author, mostly centered around economics, and as part of an incoming freshman we were required to read his book entitled *The Big Short*. I happened to notice he was coming to the university for a Tate Lecture that following semester and because I found his book interesting I thought it might be worthwhile to listen to an author speak for once.

4. Explain what you liked about the event from a communication standpoint. For example, was the message clear, did you understand what was going on at the event in general, was there an impact on you because of the event, etc.

The message was very clear. He was able to take normally complex topics, unless you have a background in finance or accounting, and made sure the audience understood the factors of which caused the economic collapse in more detail beyond the normal "well the banks overleveraged themselves" as people often hear on the news. He appropriately used statistics and was able to make sure that he didn't solely rely on them to give causation but used a multiple of different examples and statistics that made him one of the earlier players to predict the economic collapse. His speech really made me dig deeper and research more on the economic collapse allowing me to be a more educated individual. It's hard for speakers to inspire or persuade people to act on their topic, in this case economics, and get them engaged to go out on their own and research further after the speech.

5. Explain what you did *not* like about the event from a communication standpoint. For example, was the message clear, did you understand what was going on at the event in general, was there an impact on you because of the event, etc.

From a communications standpoint I can't say I found really anything I didn't like. The acoustics being off was the worst of the entire thing but that wasn't his fault. His lecture was outstanding, on par with what you see on TED.com which is famous for their lectures.