In class activity: close reading exercise 1

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First read and study this passage:

Zuckerberg claimed to have distilled that hacker spirit into a motivational motto: “Move Fast and Break Things.” Indeed, Facebook has excelled at that. The truth is, Facebook moved faster than Zuckerberg could ever have imagined. He hadn’t really intended his **creation**. His company was, as we all know, a dorm room lark, a thing he ginned up in a Red Bull–induced fit of sleeplessness. As his creation grew, it needed to justify its new scale to its investors, to its users, to the world. It needed to grow up fast. According to Dustin Moskovitz, who cofounded the company with Zuckerberg at Harvard, “It was always very important for our **brand** to get away from the image of frivolity it had, especially in Silicon Valley.” Over the span of its short life, the company has caromed from self-description to self-description. It has called itself a tool, a utility, and a platform. It has talked about openness and connectedness. And in all these attempts at defining itself, it has managed to clarify its intentions.

Though Facebook will occasionally talk about the transparency of governments and corporations, what it really wants to advance is the **transparency** of individuals—or what it has called, at various moments, “radical transparency” or “ultimate transparency.” The theory holds that the sunshine of sharing our intimate details will disinfect the moral mess of our lives. Even if we don’t intend for our secrets to become public knowledge, their exposure will improve society. With the **looming threat** that our embarrassing information

will be broadcast, we'll behave better. And perhaps the ubiquity of incriminating photos and damning revelations will prod us to become more tolerant of one another's sins. Besides, there's virtue in living our lives truthfully. "The days of you having a different image for your work friends or co-workers and for the other people you know are probably coming to an end pretty quickly," Zuckerberg has said. "Having **two identities** for yourself is an example of a lack of integrity." The point is that Facebook has a strong, **paternalistic view** on what's best for you, and it's trying to transport you there. "To get people to this point where there's more openness—that's a big challenge. But I think we'll do it," Zuckerberg has said. He has reason to believe that he will achieve that goal. With its size, Facebook has amassed outsized powers. These powers are so great that Zuckerberg doesn't bother denying that fact. "In a lot of ways Facebook is more like a government than a traditional company. We have this large community of people, and more than other technology companies we're really setting policies."

Close Reading Practice: For the key terms that I have highlighted above, write out definitions of the term (yes, you can look up the words and phrases, but write the definitions in your own words).

The assignment to turn in:

1. Among the highlighted terms, choose one that seems central to the passage and perform a close reading analysis.
   How can the analysis of this term/concept help you understand either Tolentino's or Ho's argument?
3. Choose three non-highlighted words that might not be "key terms," but that could be helpful to interpreting that tone or focus of the excerpt. Simply list those in your answer as "important words."

4. Choose a quotation from the passage that is no longer than a sentence. Post it with 2-3 sentences about why you find it compelling.

Points	0
Submitting	a text entry box

Due	For	Available from	Until
Oct 6 at 7:30pm	Everyone	Oct 6 at 12am	Oct 6 at 11:59pm

+ **Rubric**

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