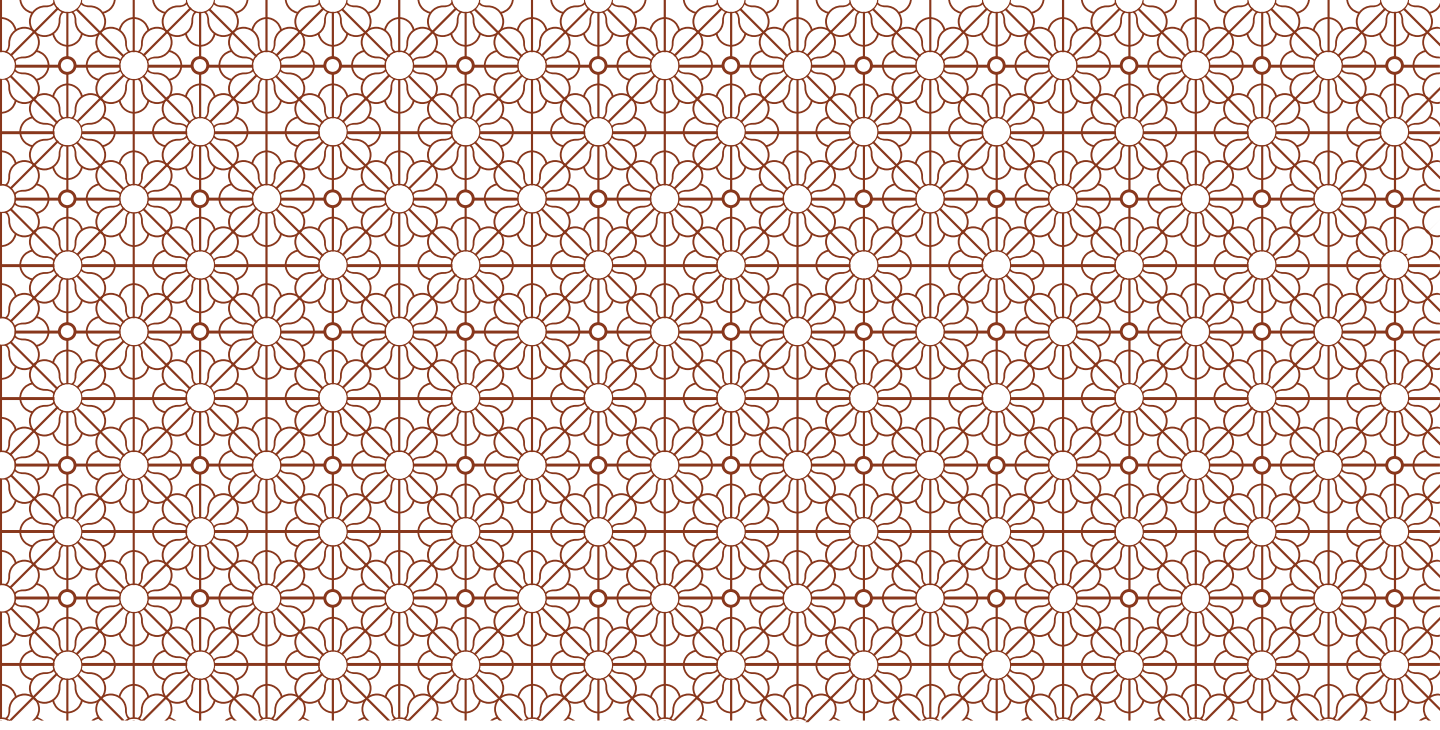
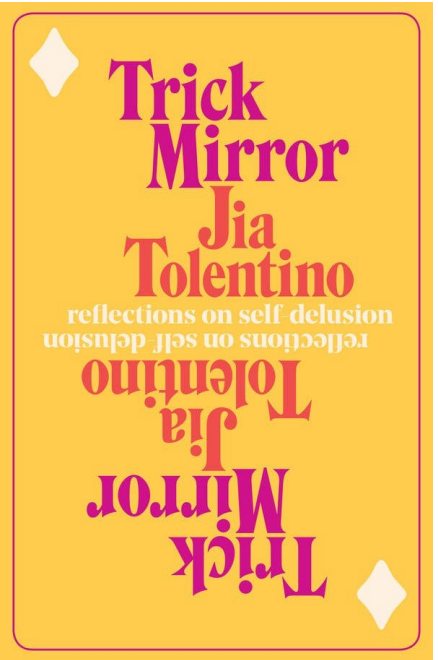


COURSE OVERVIEW

JIA'S TOLENTINO "TRICK MIRROR"





JIA'S TOLENTINO "TRICK MIRROR"

Published in 2019

A collection of 9 essays

Each essay is "a mix of reporting, research and personal history" (Doherty)

Tolentino analyzes modern life under "late, digitalized capitalism"

"Always be optimizing"

BIOGRAPHIES OF HEGEMONY

“U.S. News creates the false impression that schools with the wealthiest students are, based on their criteria, the best.”

Other works by Karen Ho:

https://umn.academia.edu/KarenHo



SUPPLY AND DEMAND: IVY LEAGUE VS WALL STREET

- Because of the “brand” many people apply to the Ivy League
- Consequences
- The opposite is true for Wall Street
- How can they lure new graduates?
- Through flattery and fostering insecurity

FRANKLIN FOER

- Journalist and essayist
- Editor of the New Republic from 2006 to 2010



“MARK ZUCKERBERG’S WAR ON FREE WILL”

- A chapter of the book “World Without Mind” by Franklin Foer
- A book about Silicon Valley and the impact of Big Tech on the modern world.

ETHAN WATTERS

- Journalist
- Has written books on issues related to the role of mental health within contemporary society
- New York Times Magazine, Discover, Men's Journal, Wired



“THE MEGA-MARKETING OF DEPRESSION IN JAPAN”

- A chapter of the book “Crazy Like Us” by Ethan Watters
- A book about the spread of the American conceptualization of mental illness around the world



KAREN ARMSTRONG

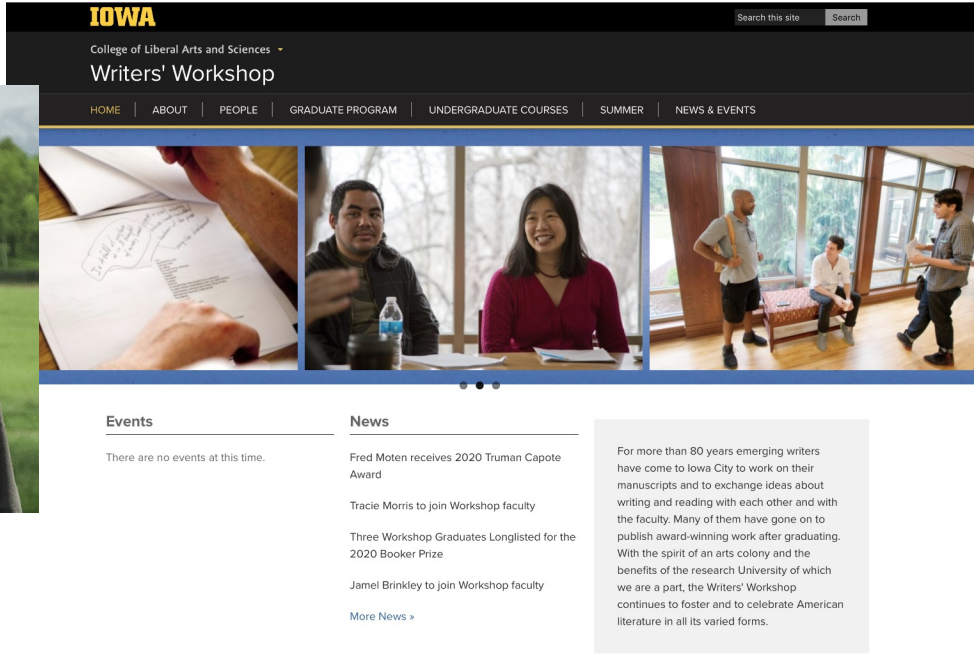
- Former nun, former teacher, now popular historian, writer and broadcaster
- Has written books about the role and meaning of religion
- In her writing, she highlights communalities between religions

“THE CASE FOR GOD”

- Published in 2009
- Main argument: religion is part of human nature, but which religion? Religion as myth and practice, daily living, not religion as dogma.
- Response to the New Atheists’ attack on religion.

A PERSONAL STORY





WHAT MATTERS

write
r



reade
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TIPS AND TRICKS

1

Start early

2

Set your draft aside for a bit: alternate between being a writer and being a reader

3

Seek feedback

THINK ABOUT YOUR AUDIENCE'S PERSPECTIVE!







ALWAYS BE CURIOUS



Read widely



Keep writing



Refine your communication skills



Always be curious