

AVT 305: Share Paper #1 Assignment

Due Date: September 15, 2008—submit online 1 hour before class via Blackboard

Thought-Experiment: The Presidential Campaigns

Please write a 2-to-3 page paper in which you test the current Presidential election campaigns against Pink's model of how the world is changing in the Conceptual Age. If Pink is right about the role creativity is increasingly playing in culture, then we should be seeing appeals to the electorate that incorporate his Six Senses. Do we? Is either campaign addressing "a whole new mind"? What does it look like? Does the choice to address "creatives" square with the central messages of each candidates' campaign? What's gained and what's lost?

If you need help in gathering information on the candidates and their campaigns, there are a myriad of websites, from the candidates' own sites to the websites of the New York Times, the Washington Post, politico.com, and even The Daily Show.

I'm not asking you to take a position on either candidate—just to evaluate whether their campaigns seem to be addressing the R-Directed people of Pink's model, and what it means if they do or do not.

I will evaluate them on the basis of the engagement you demonstrate with the question, the degree to which you apply concepts and readings from class, the thought and care demonstrated in each paper, and the thoughtfulness and quality of preparation.