

Assignment 1.

Public Figure Profile

Deadline: April 10, 2020 *before* class time; we will look at some of these in class on Canvas.

Context:

You work for a multinational corporation/advocacy group/NGO. You choose the corporation or group – Korean, other country, or multinational; but all your work on this assignment must be completed in English. Your organization’s leadership has asked you to prepare a profile of a public figure they would like to be their spokesperson.

Audience:

A committee of your supervisors who will decide whether or not this spokesperson is the right “fit” for the corporate image. The instructor is **NOT** your audience.

Purpose:

For this high-profile position, your bosses want you to find out whether or not an individual would be an appropriate choice as a spokesperson. What important projects has this person already taken part in? What is this person’s background? Is there anything negative that might come up from this person’s past that might make them the wrong choice?

However, remember, this is a profile, not a review. The committee will make the decision for themselves. You do not make the choice; you simply report on the person’s history. Do not argue for or against selecting this person as a spokesperson.

Expectations:

Choose a well-known person to profile. Don’t spend too much time deciding who, just choose someone and stick with that choice. Students often get discouraged when they find out that researching a person’s background seems too difficult and keep changing subjects, looking for an easier person to profile. Stick with your first choice.

Look for relevant information and present it in profile format. A profile is not a comprehensive biography. You are looking for specific information about your person’s history that relates to their public profile, not writing their whole life story. Also remember to write neutrally, and do not use argumentative or persuasive language.

Possible Process:

1. Choose a prominent person to profile.
2. Research the subject’s personal and professional history, looking for information that is pertinent to whether or not the individual would make a good spokesperson.
3. Think about the corporation/organization before you start writing. Maybe create an outline. You can change the organization during your project as long as you look back at your outline and see if it still fits together.

4. Don't get stuck at the start; get something written down on the page. If you are stuck on the introduction, try writing a body paragraph.
5. Find relevant and useful visuals (or possibly brief video or audio clips) that add to your written work.

You should save your report as a Microsoft Word document and keep a copy for future use, but DO NOT upload the Word document as an attachment to Canvas. Instead, copy the text from the document and paste it as your post in the discussion section of Canvas. It should be completed before we meet next Friday, April 10th.

Thanks,

JBH