ESL 21A - Definition essay: According to the articles you read and the video, define “cool” and explain “cool’s” position in the market. In the conclusion, you may include a brief opinion on the topic; for example are the ways used to market cool moral? Or--Are the "Merchants of Cool" reflecting the real world or are they creating a culture and selling it to teens?

Double-space, in your Blue Book. In the introduction, underline your thesis sentence. In each body paragraph, underline the topic sentence and conclusion sentence.

To help you with the definition of cool, fill out the following grid.

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<td>Characteristics of “cool”</td>
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<td>How is “cool” captured or marketed?</td>
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<td>Difficulties to capture “cool.”</td>
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<td>Examples of successful “cool” marketer</td>
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<td>How did the above examples successfully capture “cool.”</td>
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These vocabulary words are to help you understand the video "Merchants of Cool." Don't use them in your essays unless you are careful of plagiarism and you use citations! (To watch the complete video on-line: http://www.pbs.org/wgbh/pages/frontline/shows/cool/view/)

Impressionable -
disposable income is ...
guilt money is money that...
big empire to colonize
"hot", "big": slang for ...
culture spies
"Look Look"
paradox
under the radar of marketing
mooks are ...
midriffs are ...
an ethnography study is ...

Questions to think about:

What is this video about?

What is a focus group? How much are participants paid? What do they have to do?

Why is "cool" so important to corporate America?

What is cool hunting?

What’s the paradox of cool?

What does “Teens are like Africa” mean?

Why is MTV so successful? Sprite?

Why is it frustrating to capture cool?

What is necessary to do to capture cool?